

Starchroom

First in the Laundry Industry since 1893

LAUNDRY JOURNAL

FEBRUARY, 1954

All Young Men's Conference hears: How to set profit goals and achieve them, page 14; how Slick's Gary Laundry runs its employee relations plan, page 24

New drycleaning department at Dupont Laundry, Washington, D. C., is designed to fit \$6,000 weekly sales into limited space, page 64



Small-fry baseball team sponsorship proves valuable advertising medium for plant in Reno, Nevada. Here Dick Taylor, National Little League ace hurler for Reno Red Sox, is interviewed on plant-sponsored radio broadcast. See details on page 2.

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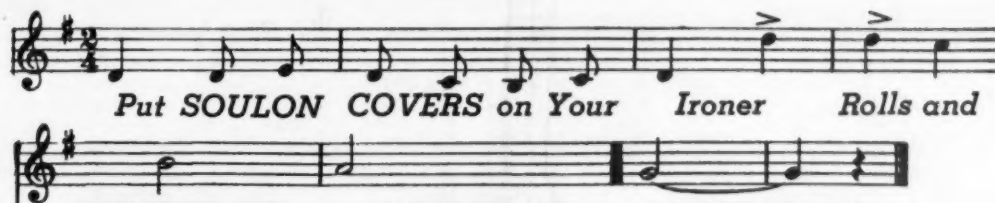
HALF WHEAT

Satinette

HALF CORN

Repeat business is profitable
business. Make sure your customers stay
with you. There is no better insurance than by
turning out perfectly finished shirts every day...
by using Satinette Starch exclusively.

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO



SMILE SMILE SMILE



No Wonder
They

Hundreds Of Happy

Users of **SouLon** Have Discovered
That These Flatwork Ironer Covers Last And Last And Last

Here are a few typical comments from laundrymen all over the nation who are using SouLon:

"SouLon increases padding life from 15 to 18 weeks!"

"SouLon triples the life of my padding."

"SouLon still running on my chest ironer after 32 weeks."

"Covers lasted 27 weeks on ironer operating 60 hours per week!"

"Saved \$80.00 on my first set of SouLon covers!"

"SouLon lasted thirty-three 40-hour weeks on my chest ironer over cotton pads and I did not change the pads!"

SMILE!

SOUTHERN MILLS, INC.

585 Wells Street, S. W.

Atlanta, Georgia



The COTTONBLOSSOM Line of Laundry Textiles • Sold Exclusively Through Supply Jobbers

ATLANTA

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

DALLAS



PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

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The Cover

The cover picture shows Dick Taylor of the Reno Red Sox being interviewed by Bob Hughes of station KATO in a broadcast sponsored by Magic Cleaners, Reno, Nevada. It illustrates a combined advertising and public relations activity which a laundryowner in any town can use to excellent advantage.

The plant sponsored small-fry baseball teams in the Reno area and broadcast all league games during the season last year. Mr. Hughes, an avid baseball fan, handled part of the game broadcasts and interviewed the star players over the radio. The plant also cleaned the uniforms for all the teams in the league free.

Successful operator of the plant is Mrs. Martha Irvine, who has always been a heavy advertiser. She says Magic never had a program that gained so many new accounts or built such a reservoir of goodwill. She is now planning to televise the games this year as well as broadcast them.

Says Mrs. Irvine, "Even after the season people come to us as new accounts and tell us that they are bringing their cleaning to Magic because their son, who is a member of such and such a team in the league, insisted upon it. The influence doesn't end with the immediate family; it extends to neighbors and friends and even business houses where the boys trade . . ."

As we thought about Mrs. Irvine's experience, we recalled the laundryowners we had met at various times and places who sponsored softball teams, basketball teams and other athletic activities. None of them, as we recalled it, were tying in these activities quite as neatly as Magic Cleaners.

Little League Baseball, Inc., supervises the formation and operation of thousands of small-fry baseball teams in the country. The teams are organized into leagues which, at the close of each season, hold playoffs leading to sectional championships and, ultimately, to a World Series.

The activity has literally swept the country during the past few years, attracting the enthusiastic participation of thousands of youngsters and, through them, their parents and friends.

Little League authorities permit the commercial sponsorship of local teams. If you are a laundryowner who lives in a town where there is no Little League you can easily help get one started by writing for details to Mr. Robert Stirrat, Little League Baseball, Inc., 120 West Fourth Street, Williamsport, Pa. If a league is functioning in your town, simply call the sports editor of your local newspaper.

Whether you tie your advertising in with your activity as Mrs. Irvine does or not, you will have a lot of fun. It won't be long now before the boys start playing ball.—Jim Barnes

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Postmaster: Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y.



TO THE LAUNDRYOWNER WHO SUFFERS FROM INSOMNIA:

You've slid between the cool sheets and you're lying there, your arms folded behind your head.

From outside, the night sounds lull you towards sleep, and slowly the magic veil starts to lower over your eyes.

Then it happens: that tiny dot of light in the back of your head, growing larger, becoming rectangular. Suddenly it's there, before your eyes, a bright picture of your day at the plant. And sleep is gone, for now.

Those two "quits" on Route 4, a damage claim from that customer on Shady Hill, the accident to one of the trucks . . . plenty to be concerned about.

And you're right. In today's competitive laundry industry, there is plenty to be concerned about! And that's where we come in.

Topping the list of your production problems is the washroom . . . the crucial step in delivering quality work. It's here that your reputation is made or lost . . . and your profits, too.

Washrooms are worry rooms because each wash load is different. Some contain more soil than others. Some are grease-laden, some are grease-free. Some contain unknown soil elements, some just plain dirt. And like a box of chocolates, they all look alike from the outside.

One thing is certain: nothing you, as a Laundryowner, can do will ever change this problem. And certainly, no simple mixture of soap and alkali made in your washroom can ever hope to solve it.

The answer lies in modern chemistry. The answer lies in 12 years of endless trial and error in the laboratory. The answer lies in New PRIME SOHP with SHOCK-TROOP ACTION!

For here at last is the one complete product which washes brilliantly clean in hot or cool water — *regardless of the degree of soil!*

A complete product which "job-rates" itself to every type of load!

A complete product which fires barrage after barrage of reserve alkali washing power into the load when needed, *but only when needed!*

A complete product which actually washes clothes 15% brighter *to the naked eye!*

Here is a complete product with a chemical brain, changing with unbelievable speed to the demands made upon it by any load. Here is SHOCK-TROOP ACTION . . . blasting free the soil, *yet protecting the fabric!*

Born in the mighty crucible of modern chemical research, New PRIME SOHP with SHOCK-TROOP ACTION is no mere mixture of tallow soap and alkali. It is 12 chemically-balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower, more than four stories high!

This is the end result of almost four thousand days and \$100,000.00 of continuous research. *This* is the modern washing product which at one stroke has rendered all others obsolete. *This* is New PRIME SOHP with SHOCK-TROOP ACTION.

Are you still awake, Mr. Laundryowner, lying with your hands behind your head?

Fret no more. A call to your jobber in the morning will bring you a trial order of New PRIME SOHP with SHOCK-TROOP ACTION. Use it for every type of wash; use it with curiosity; use it with confidence!

Then rest easy. Your washes will be uniformly perfect. Your damage claims will scatter like sheep over the fence of dreams. Your volume and profits will rise with new vigor, and each morning thereafter, you will, too!

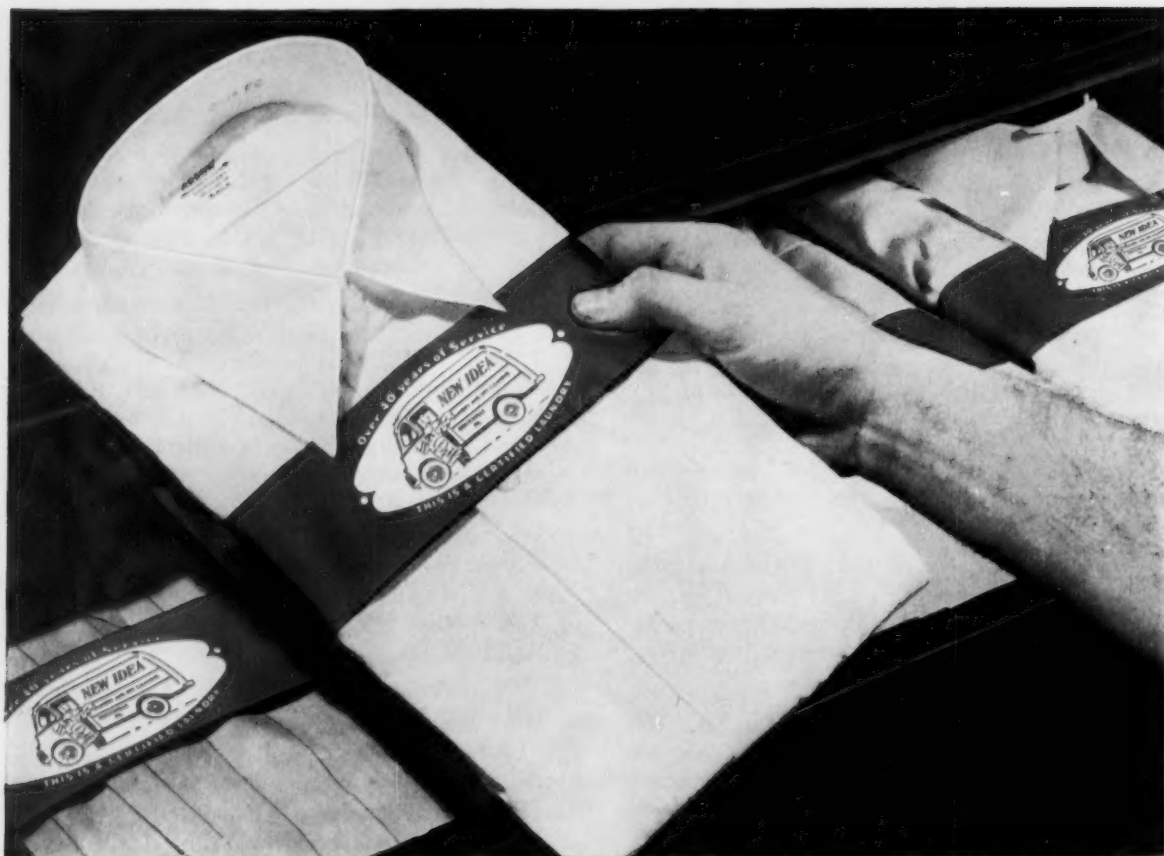
And you'll agree that New PRIME SOHP with SHOCK-TROOP ACTION is the finest soap product you've ever used in your laundry. If for any reason you are not 100% satisfied, you have lost nothing, for it is sold with an unconditional, money-back guarantee.

Gordon R. Kulton President
Beach Soap Company
Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products



A top drawer salesman working for you **at home**



NASHUA CORPORATION

SURE-HOLD DIVISION

62 Franklin Street, Nashua, New Hampshire

- ☐ Please send samples and prices of Nashua self-sealing stock bands.
- ☐ Enclosed is our trademark for use in designing a special self-sealing band, without obligation to us.

(NAME OF LAUNDRY) _____

ADDRESS _____

(NAME OF JOBBER) _____

BY _____

● Put your name or trademark where it will do the most good — in the hands of your regular customers. They are your bread and butter in this business. *Remind* them, each week, of *all* your services, with attractive shirt bands featuring your trademark and a sales message, or in Nashua's stock designs.

Your shirt bands become top drawer salesmen when you use top quality Nashua bands, imprinted with your name, to merchandise your special services. Send for samples of Nashua stock designs (with space for firm name). Or, enclose trademark (or letterhead) and let Nashua design a special band for you.

◀ No obligation, of course. Mail coupon today.



Why risk COSTLY

BREAKDOWNS?

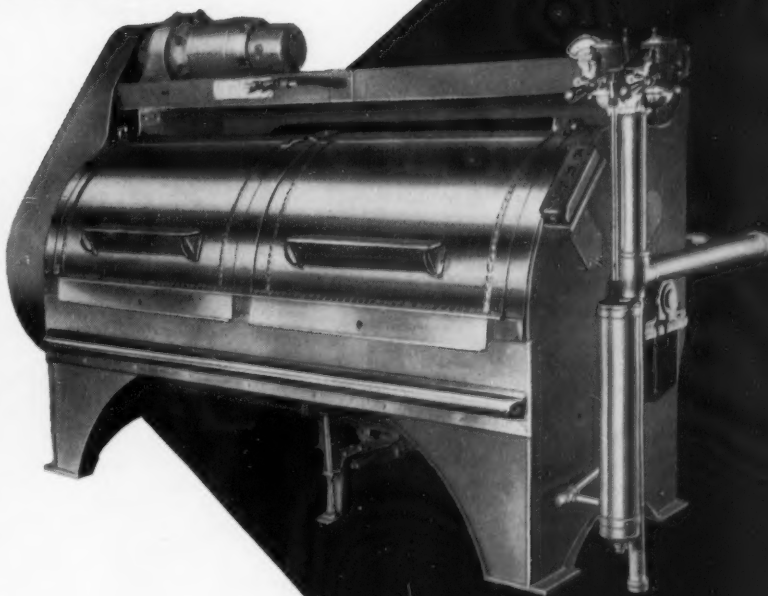
INSURE "on schedule" PRODUCTION

with C-L EQUIPMENT

manufactured ... engineered by

CUMMINGS-LANDAU

You don't need a staff of mechanical geniuses to keep a CUMMINGS-LANDAU washer in smooth, continuous operation. The simple rugged design — the result of 25 years of "know-how" in building, designing and servicing laundry machinery — insures easy operation, faster, more economical washing, and freedom from annoying breakdowns. Cummings-Landau STAINLESS STEEL WASHERS are manufactured in capacities from 50 lbs. to 1800 lbs. per load. Available in four types: with unloading shelves, with open compartments, with "Y" glide-out compartments, or Pullman glide-out compartments. There are no finer washers made!



Call or write
Cummings Landau
today.
Full details
for the asking

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LAUNDRY MACHINERY CO., INC.

305-17 Ten Eyck Street, Brooklyn 6, N. Y.

PHONE: HYacinth 7-1616

CABLE ADDRESS: "CUMLAMAC"

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Saved - each week!

Labor	\$125.00
Water	\$ 26.00
Soap	175 lbs.
Alkali	700 lbs.
Bleach	30 gals.
Sour	80 lbs.
Fuel	\$ 47.50
Power	\$ 4.00



The World's Largest,
Most Complete Line of Laundry
and Dry Cleaning Equipment



● CASCADE AUTOMATIC
UNLOADING WASHER



● CASCADE WASHER



● HOTRUK EXTRACTOR



● SUPER SKILOM FLATWORK IRONER

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Saved - \$1246.00 every month **with American Planning, Layout and Equipment . . .**

Formerly, Laundries, Inc., of Hollywood, Cal., operated 15 washers which required the constant attention of four men. Supply costs were high, washing formulae were uncontrollable, overhead was up all along the line.

Then, they called in American to survey their plant and revamp their wash-room operation. Result . . . new layout that saved 2500 sq. ft. of floor space, increased man-hour production, cut washing time 25 minutes per load, balanced work flow — *and saved \$1246 every month!*

Obsolete equipment was replaced by 2 Cascade Unloading Washers with Full-Automatic Controls, 2 Cascade Front-Loading Washers and 2 Notrux Extractors. Cascade Full-Automatic Controls were also added to three other washers.

Here's what Donal M. Welch, President of Laundries, Inc., has to say: "Now we get better washing due to uniform formula, and working conditions for employees are better."

It will pay you to find out how American can help *you*. Write, or ask your American Representative to call.



You can depend on your American Representative. Rely on his advice in your selection from the *complete American Line* of equipment. Backed by our 86 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.



The
AMERICAN
 LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



● TRUMATIC FLATWORK FOLDER



● FORMATIC SHIRT UNIT

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



"not a shirt complaint
since we changed"
to...

SUPREME

ONE OF
CLINTON'S
"Petal Smooth"
LAUNDRY STARCHES

**NON-CONGEALING ... USE HOT OR COLD
GIVES FLEXIBLE FINISH ... EASIER IRONING**

- Clinton Laundry Starches give you quick boiling and fast penetrating action
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.

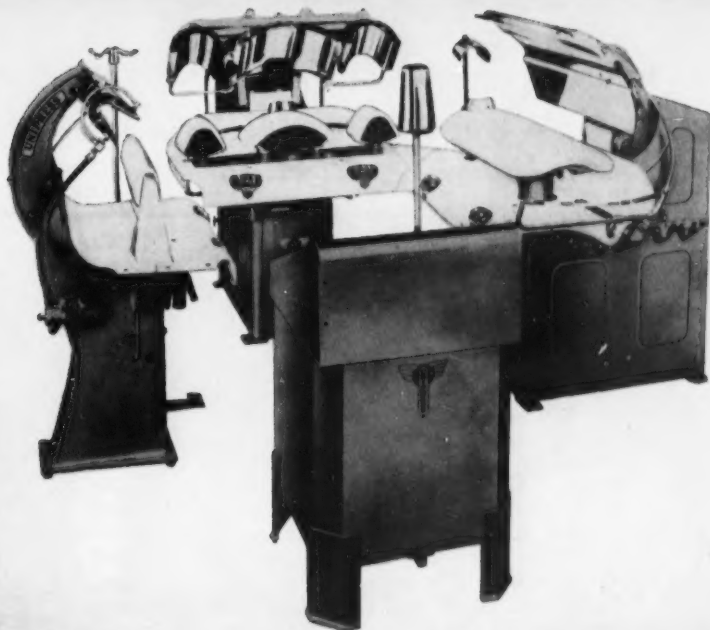


CLINTON SUPREME STARCHES
always smooth like a summer breeze

CLINTON

CLINTON FOODS INC.
CLINTON, IOWA

"SURE
I RELAX



... my girls love Unipress balanced press operation"

Distinguished for the "hand-ironed" finish that sells housewives

UNIPRESS

2-Girl 3 Press Shirt Finishing Unit

We pamper our shirt customers with quality and service. Our popular Unipress 2-Girl 3 Press Shirt Finishing Unit delivers the satin-smooth quality finish we demand and actually lessens operator fatigue.

Our production is up yet the 3 "Glide-Liner" presses instead of 4 ordinary presses lowered our investment. For higher production, lower cost with quality finishing see the Unipress 2-Girl 3 Press Unit.

Write today for complete information on the Unipress 2-Girl 3 Press Shirt Unit.



FINER FINISHING FASTER WITH

UNIPRESS

THE UNIPRESS COMPANY SLJ-2
2800 Lyndale Avenue, S., Minneapolis, Minnesota

Please send us your free catalog describing the Unipress 2-Girl 3 Press Shirt Unit.

Name

Firm

Address

City

Zone

State

UNIPRESS COMPANY 2800 LYNDAL AVE. S., MINNEAPOLIS, MINN.

Starchroom Editorial

The New Look

Part II

Last month we expressed the opinion that laundryowners should not fall prey to the depression psychology being urged on businessmen from some quarters. We stated our belief that the Administration was demonstrating that its financial and fiscal policies could be used effectively to curb the inflation which has been threatening to sap the strength from our economic system ever since the end of World War II; and we cited the forecast of the American Statistical Association that 1954 will be the second best year in the country's business history.

Since then the President has delivered to Congress both his report on the economic condition of the nation and his labor message. Neither of them holds promise of any action in the immediately foreseeable future which should be upsetting to the laundry industry's prospects in 1954.

It is encouraging to note that the President did not advocate any changes in the Taft-Hartley law which would bring the laundry industry under its provisions, even though some legislators have expressed sympathy with such action. It is also encouraging to note that, while the President has expressed the belief that unemployment insurance should be "modernized" and both the benefits and the base of old-age insurance should be "broadened," he does not propose to recommend a higher minimum wage or broader coverage of workers under the Wage and Hour Law at this time.

The Secretary of Labor has publicly announced that he was shocked to find so many workers not covered by the Wage and Hour Law and, consequently, "dangerously insecure." Coming from a man who was recently an executive of one of the most successful large retail merchandising companies, his "shock" is difficult to understand. However, it does indicate that the Administration is not completely unaware of the pressures and demands of organized labor.

If the Taft-Hartley amendment continues to be such a politically "hot potato," it is conceivable that an increase in the minimums of the Wage and Hour Law, coupled with an increase in the coverage of the law to include laundry workers, may be considered by Congress as a step to placate the union leaders. In such an eventuality, an all-out drive by laundryowners to maintain their exemption may be necessary. But, if the Administration leadership prevails, this will not be in the legislative hopper this year.

Thus, one more bugaboo is removed for the time being and laundryowners have that much more time and energy to devote to the number one problem which involves—

The Lost Art

Time was when bankers were generally thought of as men with little, if any, concern for salesmanship. Times have changed. Listen to this, from *The Guaranty Survey*, a publication of the Guaranty Trust Company of New York:

"The real task of readjustment after a boom is not performed by government but by business itself under the pressure of contracting markets and tightening competition. Deadwood is cut out. Inventories are reduced. Unsound projects are abandoned. Price and cost relationships are realigned. Operating inefficiencies in labor and management are eliminated or diminished. *The quality of goods and services is improved.* Inflated values are written down to realistic levels. *Consumers' wants are re-examined,* and production schedules are altered accordingly. *The 'lost art' of salesmanship is re-discovered.*"

The italics are ours but the paragraph is quoted verbatim. If the bankers are thinking in terms of re-examining the consumers' wants and rediscovering the lost art of salesmanship, times surely have changed! But no more for them than for laundryowners.

With the gross national product off by 10 to 18 billion dollars this year, it is reasonable to expect that consumer expenditures will be somewhat reduced, although such is not yet evident from the statistics.

Hence, laundryowners who are not satisfied with the volume of business they had last year may not do as well in 1954, surely no better, if they do not think somewhat along the above lines and—

1. See that the quality of their services is improved where necessary.
2. Re-examine their customers' wants, and
3. Rediscover the lost art of salesmanship.

The first two steps must be accomplished facts before the third can be fairly attempted, because it will be harder to sell a shoddy product, or refrigerators to Eskimos, in '54 than ever before.

At this point the sales-minded, advertising-minded laundryowner—the merchandiser—really comes into his own. Every business policy and practice must be re-examined with a view to holding present customers and making inroads on the vast number in every community who are not present users of laundry service. Materials, costs, services, deliveries and selling methods must be checked against the real conditions of the market. For the customer must be served. She is the source of all business income. Her supremacy must be re-established.

Management's attitude toward this process of readjustment was recently summarized by Ernest R. Breech, executive vice-president of the Ford Motor Company:

"The long opium dream of the seller's market is over. It is no longer a question of producing enough, but of selling what we can so easily produce. . . . We believe that, as a small part of American management, it is our business to make trends, not to follow them. The best way to assure a slack 1954 would be for everyone to run for the storm cellar. If, on the other hand, management is confident, plans courageously but intelligently, and is willing to take risks and encourage competition, we can turn back the elements and create our own good climate."

A laundryowner who can follow this precept, especially by making trends instead of following them, can emerge from any readjustment period with a stronger and healthier organization. It will be stronger because it has re-established contact with the customer, the source of its strength.

UNIT SORTING INCREASES PRODUCTION 50%

Sorting by Folders Cuts Cost, Reduces Mix-Ups, Speeds Service



Unit sorting begins in the classifying-marking department. Shirts are separated and sent to the marker to be counted, listed and identified. Last number of mark indicates bundle number. Nine or ten bundles make a lot.



Entire 9- or 10-bundle lot of shirts goes to one shirt unit. When the folder completes a piece, she sorts it directly into proper bin in a Bishop 9- or 10-bin Sorter-Transporter. When folder finishes lot, all pieces are sorted.



Since all bundles have number ending in 1 to 9 or 1 to 0, sorting into bins numbered 1 to 9 or 1 to 0 is fast, easy . . . does not slow down folder's production. Completed lot goes to checker-wrapper without extra handling.



No sorting department needed. Checker-wrapper moves Bishop bins into position, checks each bundle of shirts against list, then wraps. Sorting by this system is faster, more accurate, less costly than by old method.

BISHOP SORTER-TRANSPORTERS

Save one handling of every shirt . . . cut hours per day from bundle processing time. Ten bins fit either 9- or 10-bundle system. Two types: For shirts (bins 10" wide, 15" high, 18" deep), No. B29-1010, \$69.00; for wearing apparel (bins 13" wide, 15" high, 18" deep), No. B29-1013, \$79.00. Ask for details.

**SEND
FOR
FREE
BOOK**

Clip this coupon today

G. H. BISHOP CO., 1600 Foster St., Evanston, Ill.

Please send full information on unit sorting system in which folders do the sorting; also details of Bishop Sorter-Transporters.

PLANT _____

BY _____ TITLE _____

STREET _____

CITY _____ STATE _____

OUR JOBBER IS _____

© 1953 GHB



G. H. BISHOP CO.

EVANSTON, ILL.
(A SUBURB OF CHICAGO)

MANUFACTURERS SINCE 1893

Operator simply slides load out from 'Slyde-Out's' waist-high shelf.



"Troy 'Slyde-Out' washers get clothes

*as clean as...
or cleaner than*
open pocket machines"

... say 91% of users reporting in nationwide survey

Hundreds of actual users willingly expressed their opinion of the washing quality of Troy 'Slyde-Outs' on all kinds of soil, in a recent nationwide survey among laundries using 'Slyde-Outs' for as long as 5 years. 91% of these laundries stated that their 'Slyde-Out' Washers get work as clean as or cleaner than open pocket machines. You can depend on the evidence presented by these experienced laundry operators.

EASY UNLOADING TOP ADVANTAGE

These same laundries overwhelm-

ingly named ease and speed of unloading as the most important advantage of the 'Slyde-Out' Washer. The 'Slyde-Out' shelf eliminates back-breaking labor and steps up production. 'Slyde-Out' Washers can be unloaded as quickly and easily as dump-type washers, yet cost much less and have no complicated mechanisms to get out of order. 'Slyde-Out' users know from day-to-day experience that they have a labor-saving washer which produces quality work, at moderate cost.

Let one of the satisfied 'Slyde-Out' users tell you in his own words. Just fill in the convenient coupon for the names of 'Slyde-Out' users near you. Visit with one and see for yourself how clean a 'Slyde-Out' washes and how easily and quickly it unloads.

TROY LAUNDRY MACHINERY, Dept. 5LJ-254
Division of American Machine and Metals, Inc.
East Moline, Illinois

- ☐ Send me the names of 'Slyde-Out' users near me.
- ☐ Send me a catalog on 'Slyde-Out' Washers.
- ☐ Have a Troy representative call on me.

FIRM NAME _____

STREET ADDRESS _____

CITY _____

STATE _____

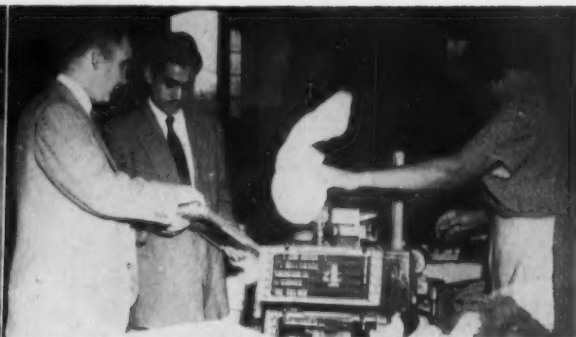
ATTENTION OF MR. _____

Troy LAUNDRY MACHINERY

DIVISION OF
AMERICAN MACHINE AND METALS, INC., EAST MOLINE, ILLINOIS
World's Oldest Builders of Power Laundry Equipment



INDIAN VISITOR Raj J. Mallick (left) confers with Wilmer Balderson (center) and Robert Viner in latter's office at Arcade-Sunshine Co., Washington, D. C.



IDENTIFICATION SYSTEM in use at the Manhattan Company, Washington, D. C., is described to Mr. Mallick by John W. Lowe, III, one of the company's executives

A Modern Laundry For India

By JAMES A. BARNES

IN INDIA TODAY practically all laundering is done by *dhobis*, members of a lower caste of Indian society who support themselves by collecting people's clothing, taking it to a nearby stream and washing it on the rocks. This has been the custom in that country for 3,000 years or more. But Raj J. Mallick of Calcutta is now in the United States busily preparing to bring to the residents of his home town the blessings of modern American laundry service.

As a not-to-be-overlooked adjunct of his mission Mr. Mallick is contributing, in his quietly enthusiastic way, to a better understanding between the people of his country and ours. One cannot talk with him without observing how necessary to the future peace of the world he considers that understanding.

A native of Pakistan, Mr. Mallick was raised on his family's estates there and received the equivalent of our high school education at Doon, a school in India patterned after such public schools of England as Eton and Harrow. There he learned to speak English fluently and prepared himself for study at Delhi University leading to an "honors" degree in economics.

During those years Mr. Mallick traveled extensively in Europe and the British Isles. This is his first visit

to the United States. He had planned to come here after leaving college to study the techniques of American agriculture and the canning industry so that he could return to his home in Pakistan and introduce those methods on his father's plantations. However, the unrest in Pakistan following the separation of that country from India in 1947 forced Mr. Mallick and his family to abandon their home and property there and move to Calcutta.

For 3½ years Mr. Mallick was employed in a mercantile house in Calcutta which controlled coal mines, jute mills, tea gardens and a paper mill. It was during those years that he recognized the need for a modern laundry in the city. Calcutta is a metropolis of over eight million people; a nerve center from which the nation's largest steel industry, 75 percent of its coal mines, all of its jute mills and many of its tea gardens are controlled. The city has many hospitals, clubs and mercantile houses which still depend on the *dhobis* for their laundry service.

It is this type of business which Mr. Mallick proposes to go after when he returns home. Although India is rapidly becoming industrialized, Mr. Mallick says he can find all the labor he needs in Calcutta at wages of 75 cents an hour.

Mr. Mallick arrived in this country late last year and, after a brief visit to New York City, went to Washington, D. C., to take up temporary residence. There he asked the Indian embassy to introduce him to some of the local laundryowners. The embassy called on Wilmer H. Balderson, executive secretary of the Laundry-Dry Cleaning Association of the District of Columbia, for help. Because Mr. Balderson had spent a number of years in India during World War II with the Army Air Force, he has displayed more than a casual interest in making Mr. Mallick's stay in Washington both instructive and comfortable.

Mr. Mallick has already purchased some modern laundry machinery from British manufacturers and intends to buy more from American firms as soon as he returns to Calcutta, starts construction of his plant and arranges for the necessary currency exchange requirements. In the meantime, each day finds him busily touring one of the laundries in Washington, studying production techniques, asking penetrating questions and sitting in on management staff meetings. He finds this activity "very exciting" and is more convinced than ever that his opportunities as a laundryowner in Calcutta are unlimited. □ □



EXTRACTOR BASKET conveyor and controls are explained to Mr. Mallick by R. E. Rice, plant manager, Dupont Laundry, Washington

February 15, 1954



THE LAYOUT was carefully examined to see if space was being used to best advantage and to find potential capacity of work plant could handle at normal production levels. Where deemed necessary, changes were made. In department shown at left, new marking method was adopted and conveyor belts installed to carry work to washing areas. All changes were made over a week end to avoid costly shutdown time

METHOD CHANGES in practically every operation were made first day firm changed hands; required mass supervision with "policemen" stationed at every work center to direct traffic over new routes. Walking was practically eliminated between extractor and wet assembly area with aid of partitioned rotating tub set on circular track, making possible loading and unloading of wet bundles at the same time



Make As Much Money . . . As You Like

Steps for planning and carrying out a successful profit program

By DOUGLAS FRASER

THE PROFIT PLAN for you and your organization is not a plan for tomorrow but a plan for a lifetime. Ask yourself the questions "How much do I want?" and "How can I get it?" The answers to these questions will guide you in determining your future. Be realistic. Don't set a goal impossible to attain.

All plants have short-term limitations, such as inadequate or inferior equipment, space limitations, untrained personnel, or perhaps capital investment limitations. Everyone has short-term limitations restricting his speed of growth. These obstacles often make us feel humiliated and frustrated. An attitude of defeatism is easy to assume and these obstacles often provide the alibi out for the weak manager.

The keys to making as much money as you want lie in how much responsibility you are willing to shoulder, how large an operation you are willing to run, how much time you are willing to spend, and last, and perhaps most important, how much enthusiasm you can generate.

Now let's talk about about you and your organization in terms of making as much money as you want.

The following are the basic steps in planning a profit program.

1. Establish how much money you want to make.

2. Establish fixed and variable expense budgets to determine the break-even point of your operation and the percentages of profit you will make per dollar of sales after the break-even point has been reached.



BASIC PROFIT PLAN for Fine Arts was formulated more than three months before plant was purchased. In spite of fact that task involved merging of two plants into one operation, the break-even point was reached almost immediately, thanks to farsighted planning. Doug Fraser is shown here working with plant's "baby"—recording device used to stimulate sideline services. (For further details see page 20)

3. Determine the sales and volume necessary to make the desired profit.

4. Now determine the additional sales needed from your present outlets

or the number of new outlets needed to reach the sales goal you have set.

5. Establish sales quotas by outlet in both laundry and drycleaning. Having established these factors, we must remember that any laundry to be successful must produce a satisfactory product . . . when the customer wants it . . . at a price . . . and in quantities . . . which assure a *known* profit. These are the basic principles of a successful profit program.

The next job is one of control. And here's how we apply controls:

1. To produce a satisfactory product we must have customer-satisfaction controls, both internal and external. While we do not have a standard product in our industry, this is no excuse for losing sales because of poor workmanship.

Record every complaint, verbal or written. Break down each complaint by type, service, work center and outlet. Summarize on a customer-satisfaction report. Set a standard and take

DOUGLAS FRASER is a capable, ambitious young man with a capacity for whipping up enthusiasm and getting things done. He began his career in the laundry industry as an allied tradesman before joining a consulting engineering firm where he was thoroughly grounded in engineering and plant-management techniques. He had his first management experience at the Binghamton (New York) Laundry and is currently general manager of the Fine Arts Laundry, Linen and Dry Cleaning Co. of Detroit, Michigan.

This article is from a talk presented by Mr. Fraser at the AIL Young Men's Conference, held February 9-10 in Washington, D. C.



STANDARDS WERE SET UP to measure performance and a wage incentive system established to guarantee production. Production figures are conspicuously posted as further aid to employee motivation. During first year of operation (ending this May) Fine Arts management aimed for 10 percent profit before executive salaries; it now estimates second year of operation will provide better than 14 percent profit before executive salaries.

corrective action when standard is not met.

Your records will quickly spot the area which is causing customer dissatisfaction. If losses are occurring make certain that the machinery is functioning properly and that job descriptions are being followed by employees. To avoid complaints on quality, set up standards of finishing and packaging. The American Institute of Laundering point system is an excellent method. The production manager should inspect periodically and when standards are not met, then top management should step in.

Occasionally you will find an abnormal number of complaints coming from one sales outlet. When this occurs it indicates poor training or lack of cooperation by your outlet representative. One other wonderful usage of a customer report is as a tool for management to squelch the usual hue and cry of alibi-ing sales personnel. You can prove conclusively if their

outbursts are true or false. This report can instill confidence that management is aware of any poor customer satisfaction and is taking precautions to guard against this reason for the loss of sales.

2. To produce the product when the customer wants it demands schedule and customer control. Naturally, a balanced workflow is wonderful. Each man should attempt to achieve the ideal situation, which is to pick up and deliver an equal amount of bundles each day.

It is most urgent for management to know if plant schedule is being met. Missing schedule is an indication of imperfect plant operation. It may be caused by such things as defective marking equipment, errors in listing, machinery breakdown, sloppy lot control and bad methods of handling do-overs. Missing schedule results in delaying sales staff, encourages tough morale problems and creates bad customer relations.

In our plant we use colored invoices to control plant daily delivery schedules. This provides a simple and effective tool for supervision to make certain the schedule is being met.

A record of bundles not finished on time or checked out short is included in supervision's daily report and summarized on weekly control reports. The best corrective action is to install a lot schedule for each department in your operation.

Customer control can assist you in making certain your customers are being serviced properly. The extent of customer-control practices depends on your outlet's performance against the yardstick—your sales quota.

3. To produce the product at a price which insures a profit we must have expense and cash controls. We use AIL account numbers in reporting our expenses.

The budget is the instrument with which you control all expense items. It is difficult to visualize that in the year 1954 some plants still measure their performance by a bank balance.

Fixed and variable budgets must be established by skilled analysis. At the end of each week all labor expenses are compared with the budget. At the end of each period all other expenses are compared to the budget. On expense items over budget immediate corrective action must be taken.

A good example of expense control is the productive labor control report. We use the standard hour plan in all our operations and engineering work. Production data are accumulated daily. From this a weekly summary is made up which measures each individual's performance for payroll purposes. This in turn is condensed into a weekly labor control report which points out inefficient work centers, excess delay time and abnormal day work hours, and assists management in measuring supervision's performance.

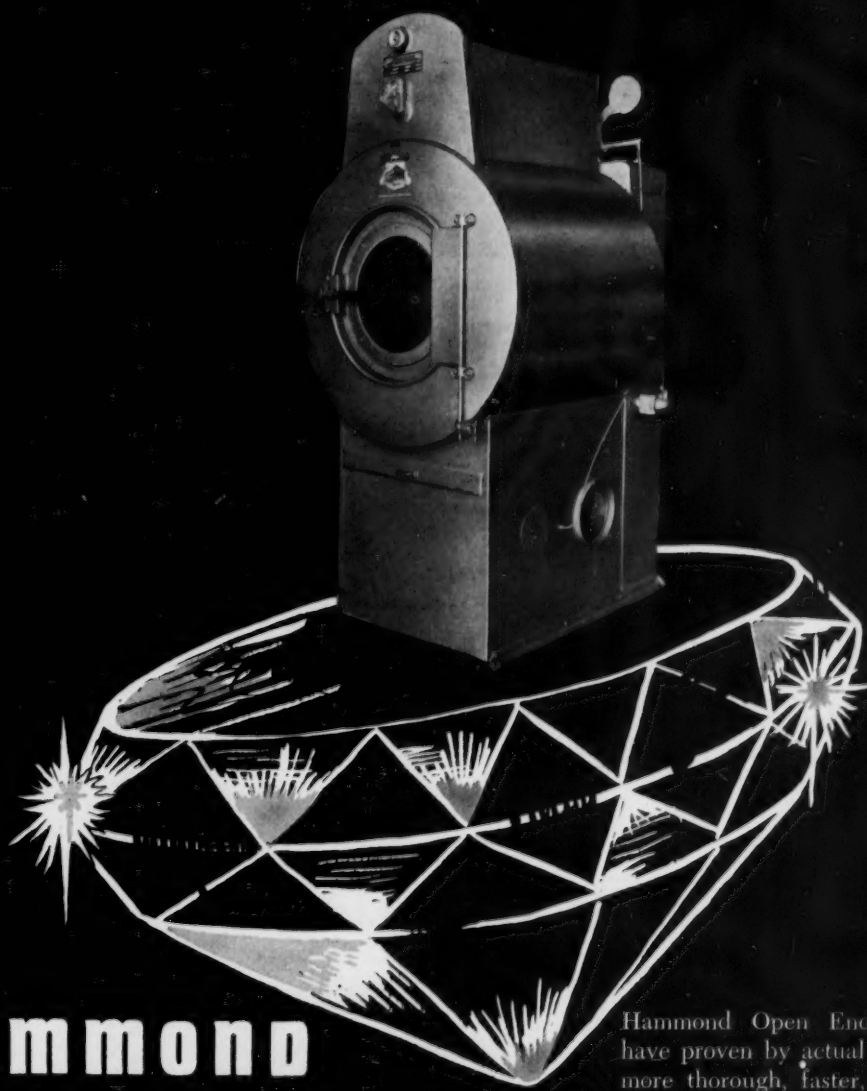
Don't neglect operation "get the money." Poor cash control can demolish morale in your sales force and can only result in costing you money or staff, or both.

Strict adherence to hard and fast rules, weekly inventory and cash-up practice, and getting rid of the old bundles are the methods of maintaining cash control.

4. To produce the quantity of the product which insures a profit we must have sales control.

Sales control is maintenance of sales according to quota by outlet in terms of laundry and drycleaning. We measure actual sales versus quotas week by week. The average score of the routeman or other outlet must be maintained and watched. Since

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HAMMOND

OPEN END TUMBLER

Hammond Open End Tumblers have proven by actual tests to be more thorough, faster, and easier on fabrics. Famous the world over for low operating and maintenance costs during years of uninterrupted service.



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HAMMOND 9186 WACO TEXAS



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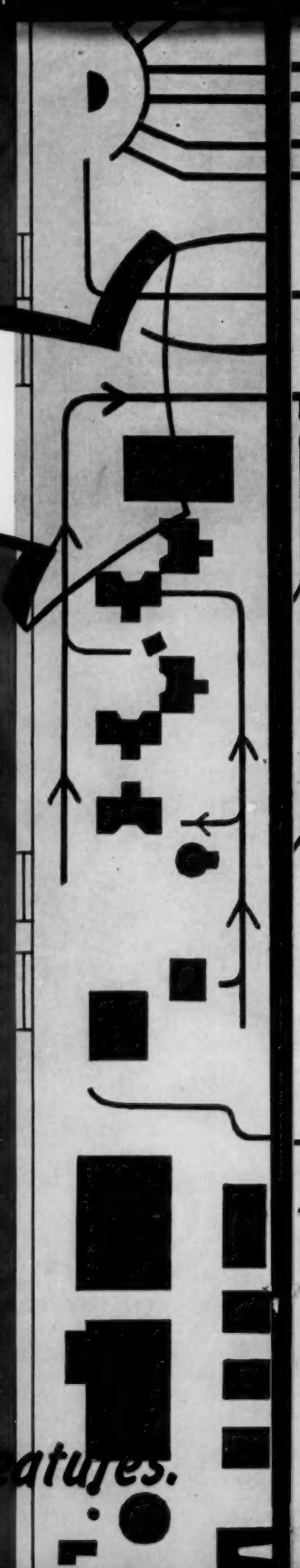
PLANT LAYOUT

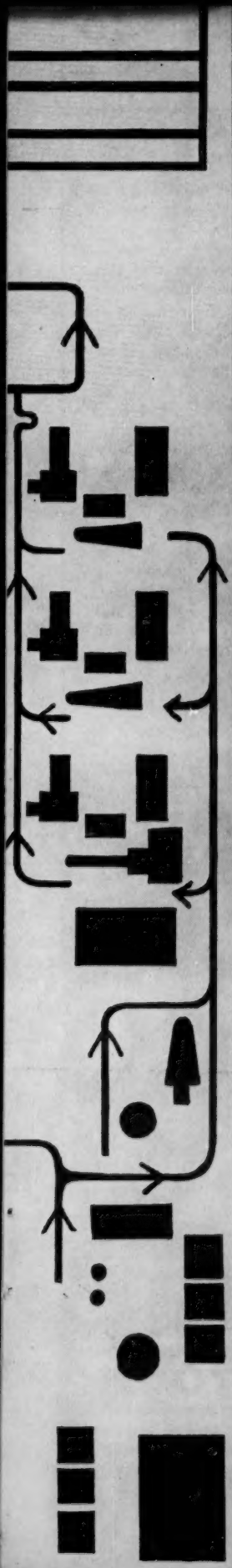
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CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

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Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

National Cleaner & Dyer

304 East 45th Street, New York 17, N. Y.

14 East Jackson Boulevard, Chicago 4, Ill.



"Special" Reminder

A tape-recording device has caused quite a bit of comment among Fine Arts Laundry patrons in Detroit, Michigan.

As the customer enters the call office, an unseen voice extends a welcome and reminds him that this week's special is drycleaning, shirts, shag rugs or whatever the case may be.

The voice comes from a recorder about half the size of a small bread box which may be placed almost anywhere in the room without attracting too much attention. It can be rigged so that the message will be repeated every time the store door is opened. But since this repetition can get a little annoying Fine Arts has wired the gadget to a floor pad in order that it may be activated at the salesgirl's discretion. All she has to do is step on it. Metallic sheets embedded in the rubber pad are forced together to make an electrical contact which sparks the repeater into activity.

Messages of from 15 seconds to 2 minutes duration can be dictated into the gadget, using a microphone attachment. The tape is enclosed in a box about the size of a cigarette pack. This pack can be replaced and a library of messages accumulated. Or a new message can be put on the same tape. The second message automatically erases the first.

Fine Arts with a relatively new drycleaning department has about doubled its drycleaning volume in the last few months. The midget recorder must share at least in some of the credit.

control is measurement and involves action the outlet that has failed to meet quota should be diligently analyzed for corrective action.

Our management report is a composite of these controls measuring actual performance against standards. It is up to management to take immediate

corrective action when your management report shows that the profit plan has failed in specific areas. If you are going to achieve your goal in profits, now is the time for action.

New sales are available; we have only scratched the surface as an industry. It takes constructive, intelligent

planning and enthusiastic management to obtain and control the growth of sales and profits.

In conclusion, I am asking you to revive your faith in our industry and remember that the greatest sin management can commit is to fail to make a profit. □□

Dupont's Sales Psychology Is Sound

**In seeking opinions of its customers
with two modest little mailing pieces**

HAVE YOU EVER TOLD a customer who left you that you miss her? If not, why not try it?

Every year Dupont Laundry in Washington, D. C., tells about 3,000 missing customers just that, by mail. What's more, it gets replies from some 240 (approximately 8 percent) of them. And because they appreciate the personal note of attention many of these "quits" are very likely to come back into the fold.

By JAMES A. BARNES

The big reason for Dupont's 50 percent turnover of customers (they have 6,000 on the books) is the nature of the population in the nation's capital. It's constantly in a state of flux as people move into town and out again on various government assignments. The problem is how to keep the cus-

tomers list up to date and John Witherpoon, Dupont general manager, seems to have it licked.

An attractively illustrated little mailing piece, with a prepaid business-reply card attached (see page 22), is sent first-class mail to each customer whom the route salesman knows has quit Dupont. The envelope is addressed by hand and carries only the street address—not the firm name. This personalized handling seems to

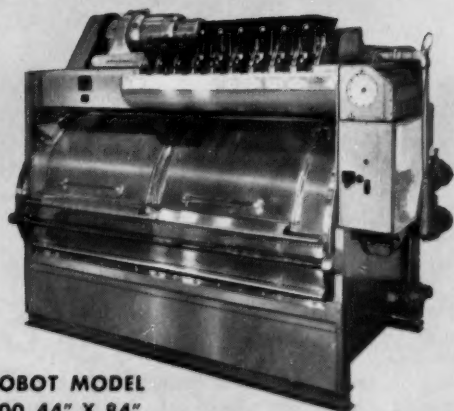
You'll need a **ROBOT** more in '54



**ROBOT
MODEL 300
44" X 64"**



**ROBOT
MODEL
200
44" X 44"**



**ROBOT MODEL
400 44" X 84"**

Let's face the facts . . . the going will be rougher in 1954. Each penny of operating cost will have to be watched with an "eagle-eye", if you are to earn a profit worth the effort. Overhead - labor, supplies and maintenance, will have to be kept as low as possible. Waste must be reduced to an absolute minimum. - - That is why you will need a ROBOT more in 1954.

A ROBOT Fully Automatic Washer becomes your automatic "eagle-eye" in the washroom. Labor, supplies and maintenance will be greatly reduced. Waste of water, time and supplies eliminated.

Start saving at the heart of your business . . . the profit core of your operation. Write for full information today.

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without obligation full information
on ROBOT Self-contained Automatic Washers.

Name

Company

Address

City Zone State

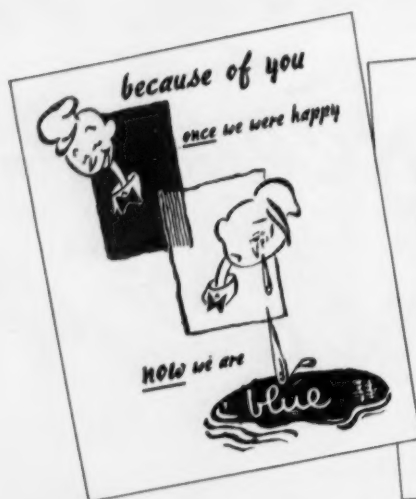


ROBOT

LAUNDRY MACHINERY SALES
DIVISION OF THE WOLF COMPANY

CHAMBERSBURG, PENNSYLVANIA

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER



WHAT DID WE DO WRONG?

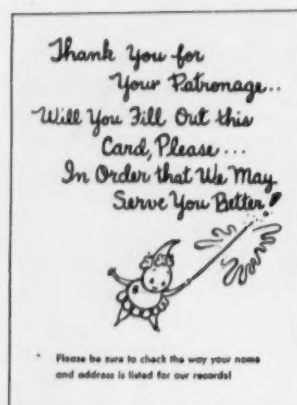
Did our routeman pick up and deliver when he was supposed to? _____
 Have you made a complaint that was ignored? If so, what? _____
 Was your laundry poorly finished? _____
 Improperly folded? _____ Was too much starch used? _____ Or too little? _____
 Did we fail to replace a missing button? _____
 Or did you buy a washing machine? _____
 (In which case, we'd still like to do your dry cleaning and hardest-to-do laundry) Or did something else happen? _____

How, in your opinion, could our service be improved? _____

Name _____

Address _____

DUPONT Laundry
 Phone COLUMBIA 5-4200



I have inspected my first bundle and find it:

EXCELLENT ☐ GOOD ☐ FAIR ☐ POOR ☐

Is this listing correct? Yes ☐ No ☐

Change listing to: _____

15 Mrs. J.T. Hopper
 110-4545 Const. Ave. N.W.
 CITY After 10:00

FLAT _____

You may pick up my laundry on _____ day of week

Put starch in my shirts. Yes ☐ No ☐

Other special instructions _____ Address _____

Name _____

Thank You!

New Customer

It's a pleasure to serve you. We realize that we are on trial with this First Bundle, and we would consider it a great service if you would let us know how you like it. Won't you please fill out the enclosed card and drop in your mail box? (There's no postage necessary.) Our aim is to continue to merit your patronage.

DUPONT LAUNDRY
 Phone COLUMBIA 5-4200

MISSING CUSTOMERS receive mailing piece at top first-class, hand-addressed. Cover left; inside fold center, with return postcard at right. NEW CUSTOMERS get piece above just before receiving first finished bundle from Dupont. Inside fold left, with return card (center) detached; cover at right

assure a higher readership than a type-written or machine-addressed mailing with a metered postage mark.

The message simply informs the customer that Dupont misses her and asks the reason why. Under the heading "What did we do wrong?" the reply card lists nine of the most frequently used reasons why a customer might think she is dissatisfied, making it easy for her to check the card, sign her name and return it. "How, in your opinion, could our service be improved?" seems to be the clincher. No matter what the customer may think is wrong, the psychology of asking her for help in improving the service definitely arouses her cooperation and interest.

The plant has received replies from people who have moved into other states and even out of the country. A recent one came from an Army officer's wife who said that if Dupont could serve her in Tokyo she would be very happy. Another one we saw carried a handwritten verse, in rhyme, compli-

menting the management on the attractive piece of direct-mail advertising.

Replies received from erstwhile customers who have not moved out of the metropolitan area are turned over to the route supervisor daily. He follows each one up, either in person or by telephone, and attempts to get her back into the fold. Even if he does not succeed immediately, her reaction almost always is one of appreciation that the plant has taken such a personal interest in her patronage. Frequently, it is felt, she will return.

New customers

Dupont does not confine this type of sales approach to quits. A "thank you" note in the form of an equally attractive mailing piece, with equally frank copy (see illustration), is sent to each new customer upon receipt of her first bundle at the plant. The mailing is timed to reach her home the day before she will receive her finished bundle.

The customer is invited to inspect her first bundle and give her opinion of the quality by checking one of the ratings on the attached prepaid business-reply card. She is also asked to check the name and address (the mailing is addressed by plates on a machine) noting any necessary changes, indicating if she wants the shirts starched and the day of the week and hour she wants the route salesman to call. An additional space provides for any other special instructions.

Here again, it is the personal touch that prevails. The customer is told by the plant that it realizes it is on trial with her and wants to satisfy her. Then Dupont asks, "How we doin'?" It's sound psychology.

It is interesting to note that 70 percent of all new customers reply to this mailing. Of these, fully 10 percent report that the route salesman has incorrectly recorded her address, misspelled her name or referred to her on the record as "Mister." ☐ ☐



Dow sodium orthosilicate cleaning compound,
a highly alkaline soap builder, can help you
GET WORK CLOTHES CLEANER



As a soap builder for linen supply and overall laundry, Dow sodium orthosilicate cleaning compound is unsurpassed. When Dow sodium orthosilicate goes to work in the wheel on extra-dirty clothes, it suspends insoluble soil and keeps it from being redeposited on the clean pieces.

Its high alkalinity neutralizes soil acidity and saponifies fats and oils so effectively that it is often used alone on the break to remove the heaviest soil before the soap solution is added.

The high efficiency of Dow sodium orthosilicate makes it your most economical soap builder—reduces your soap requirements without sacrificing quality. And Dow sodium orthosilicate is easily rinsed from the clothes to leave them fresh and clean.

Use the cleaning compound that brings more satisfied customers and saves you money, too. Call the nearest Dow sales office for the name of your Dow sodium orthosilicate distributor, or write to THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. AL 904I.

you can depend on DOW CHEMICALS





OPEN-DOOR POLICY encourages employees to come directly to Slick's management with any problem if they desire. Here George Foley clarifies question regarding employee's vacation schedule. Three-quarters of employees have been with firm more than 10 years

You and Your Employees

By GEORGE E. FOLEY

YOU AND YOUR EMPLOYEES—two big words in that statement—you and employees—but you cannot accomplish anything alone, nor can your employees accomplish anything alone. It takes both working together. In our plant we call this *teamwork*.

Large corporations call it industrial relations. Small companies call it employee goodwill, but large or small, every business that hires workers has the problem of teamwork to face. We, as laundrymen, are certainly no exception.

Now at this point I want to make it perfectly clear that I do not pose to be an expert on teamwork and how to get it. I can only tell you of a program that has proved very successful in our organization—the program of achieving teamwork.

Too often we think only of our machinery, tools and equipment and the bundles we're working on. We forget about the people who work this machinery in order to get out those bundles. And we forget the routemen and office personnel who represent the plant to the customers.

Whether you be route foreman, plant superintendent, office manager, department supervisor, owner or manager, you will find some people who

will work right with you. Others have to be led to a better understanding of their jobs and responsibilities. Still others may be totally unhappy with their work.

One of the most important factors in getting teamwork is your ability to get along with people—to handle

GEORGE FOLEY was an Army officer in World War II and served in the European Theater of operations. While directing men in his command, he was quick to see that people work better when they are treated as individuals, when they are informed and when they are appreciated.

Sincere in his beliefs, George applied these findings when he returned to become plant manager at Slick's Gary Laundry Co. in Gary, Indiana.

The firm is the oldest and largest laundry in town with three unions under one roof and hasn't had a major labor grievance in years.

This article is from a talk presented by Mr. Foley at the AIL Young Men's Conference, held February 9-10 in Washington, D.C.

the daily problems that come up between you and the people whose work you direct. Do they have respect for you as a leader and your reputation as a square shooter? You and I do not actually do the production and delivery work in our plants. It is the people we supervise who turn out the work. As supervisors, whatever our official capacity or title, we must remember that *results come through people*. Teamwork again in order to get those results.

In our own organization we started the teamwork ball rolling by conducting production and sales supervisors' meetings daily, and in addition to this a weekly meeting with both. We found that some supervisors needed more help in directing the work of their departments than did others. All of us needed further training in employee relations, human relations or whatever name you choose to give it.

The first place we looked for help was the AIL. George Johnson, George Isaacson, Bob Dolhof and Cecil Latham were most helpful and sympathetic to our desired program. They themselves had just started a supervisors' training program and turned over all available training aids to us to use as we saw fit.

In addition to the AIL training all supervisors received a training program from Professor Trigilgus of Indiana University who came to Gary and held weekly evening meetings. These were friendly discussion-type meetings such as we carry on in our organization every working day of the week.

Here is what we were told—but more important, this is what we have found to be successful in our own organization. We wouldn't take anything for this education, nor for the experience and knowledge we have gained by putting this training to work in our own plant.

Basic principles

We have found that there are certain principles which are foundations in establishing and maintaining good teamwork in any organization. We try to remember to:

1. Treat people as individuals.
2. Make best use of each individual's abilities.
3. Provide job satisfaction.
4. Plan and work together.

We try to constantly follow these four principles in our daily operations. We have reaped good dividends and so can you.

Treating people as individuals is number one on our teamwork program. A new person joining our organization has three personal inter-

AJAX

Proudly Presents it's

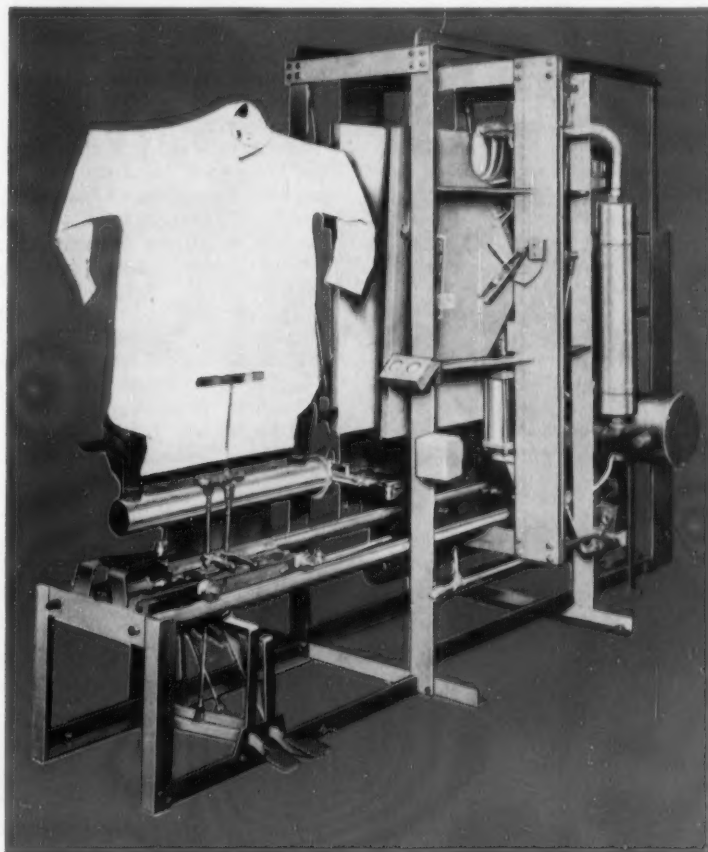
25th Anniversary
Achievement...

THE CABINET
BOSOM - BODY
Shirt Press

Completely machine finishes the front, back and yoke in ONE lay in 15 seconds with perfect quality.

A quarter century of progress in the industry gives you these outstanding features.

- Quick Drying — with exclusive AJAX high velocity heads.
- Easy to Load — easy to train new girls to operate.
- Expedites the shirt as a finished product — in a compact unit requiring only a cabinet sleever and a collar-cuff press.
- Flawless shirts — a complete new approach to finishing.
- Field Tested — from smallest to largest plants.
- Simplicity of design — all steel construction for dependable service.



WRITE, WIRE OR PHONE FOR ADDITIONAL INFORMATION

The New Ajax Bosom Body Shirt Press has been highly praised by enthusiastic laundrymen throughout the industry as a laundryman's dream.

WESTERN LAUNDRY PRESS CO.
619 - SOUTH 5th WEST - SALT LAKE CITY, UTAH





REGULAR MEETINGS with supervisors help spike rumors and provide means of conveying anticipated changes in policy or procedure to the 125 employees. Whenever possible Slick's management tries to tell why certain changes are being made

views. The first interview is simply filling out the application blank. Any particular qualities observed about the person are made note of by the personnel clerk.

We do not use any personnel testing devices at the present time. We think they are good and have a place in any laundry or drycleaning plant but most jobs calling for a particular dexterity are usually our better paying jobs and consequently are desired by people presently employed.

The next interview is conducted by our personnel section, also. At this time the interviewer tries to get the prospective employee to talk about his past employment, family background, his personal interests, ambitions and problems.

This interview takes considerable time. We are fortunate in having a personnel man with the ability to obtain the information we feel necessary.

The final interview is conducted by the head of the personnel section

and myself. Here we try to obtain any further information we may think necessary and tell the prospective employee about our organization, union affiliations and what we expect of him as to his general work. We let him know that he is always welcome to come into our offices and discuss any problem he feels we can help him with. He is then introduced to his supervisor, who explains things from there on.

We have found that older employees like to sit down and talk for a moment, too. You would be surprised how much they will tell you about themselves. All this gives us a better understanding of the people whose work we direct.

Another point under treating people as individuals that we feel is important is analyzing conditions under which people work. Some are exposed to too high temperatures; others' work may be particularly heavy and fatiguing. These factors have an important

effect on the employees' actions and attitudes.

We feel that we must adapt our methods of handling a particular employee to his individual personality and circumstances. With some we must be hard-boiled and firm, otherwise they mistake kindness for weakness. Others respond better if we talk softly and gently.

The second major point of our teamwork program is making the best use of each individual's ability. We try to place an employee on a job that he can handle without too much difficulty. And we let him know what his job is and the why of what he is doing. We feel that his job is important and we want him to feel the same. Our supervisors must teach each individual how to do his job; and this business of training and teaching is a difficult job that takes much time and study. Our supervisors took time to learn every job in their departments, analyze the job, and then get ready to instruct.

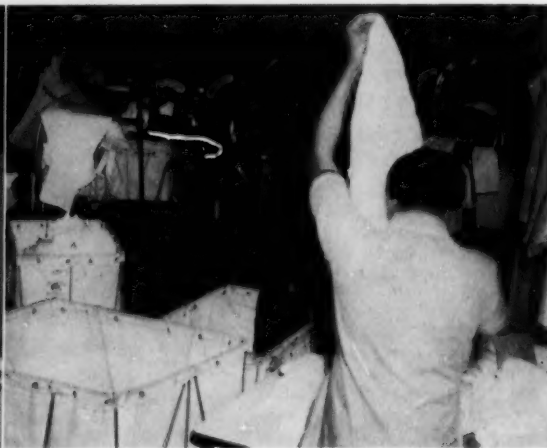
We try to let each employee know how he measures up and encourage initiative. Many times we find abilities of an individual that are not being used on his present job. This allows us to look ahead and prepare the employee for a better position which better suits his talents and also makes him more valuable to us.

Providing job satisfaction is the third point on our teamwork program. We try to create job interest by showing the employee the part he plays on the team and its importance to the

(Continued on page 30)



JOB SATISFACTION is recognized as important factor in good human relations. Girl stacking shirts was employed for five years as folder at shirt unit in background. Pace of work made her dissatisfied. It took four months for management to find new spot for her but she was finally assigned to wrap shirts in cellophane. This chore requires approximately same number of movements as former job but employee is now content. And her salary is the same

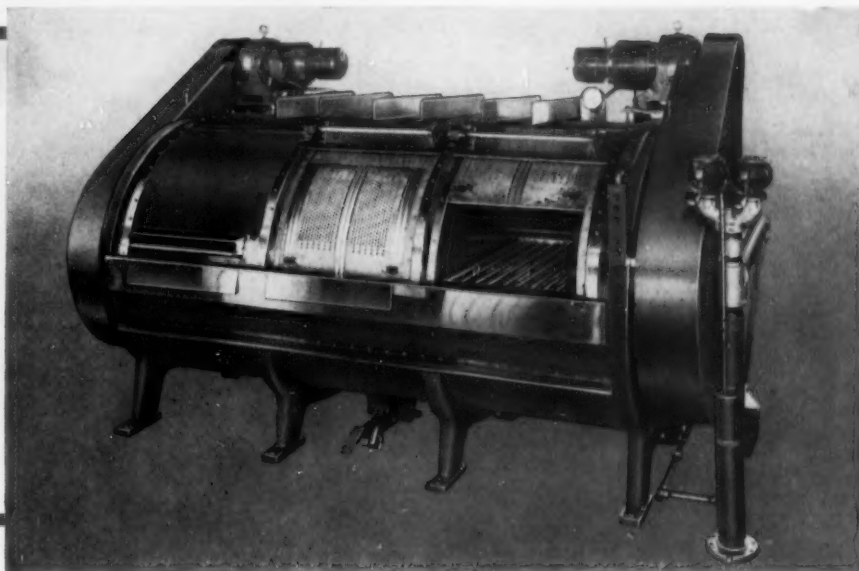


BEST USE OF ABILITIES is another point not overlooked. Woman breaking bundle is experienced presser but work became too strenuous. Best use of her abilities was in dispatching work to proper finishing units. Presser at extreme left in background was formerly a production finisher. She is happier, earns more since transfer to de luxe finishing, made when supervision noted her natural tendency to be painstaking even on production finishing. Both labor and management profited

**NOW!—54"
SUPER**

open type
metal washer
for large volume
operators —
featuring

QWIK-OUT
removable
horizontal
unloading trays



for Easier Unloading ... Cleaner Washes!

Light weight aluminum partitions are easily placed in cylinder.



If you want superior washability plus easier unloading, you'll want to investigate the new SUPER METAL WASHER with "QWIK-OUT" removable metal unloading partitions.

● Available now in 36", 42" and 54" cylinder diameters.

Open pocket design permits work to drop the maximum distance during the washing operation. This principle has been proved best for thorough soil removal. Add SUPER'S highly efficient cylinder design . . . full length round-nose lifting

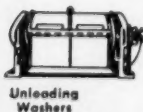
After cylinder is inverted work can be slid off partitions without lifting or strain.



ribs . . . 626 smooth embossed perforations per square foot . . . properly timed reversing controller and you've got SUPER washability for faster, cheaper, cleaner washing.

Qwik-Out removable horizontal unloading partitions reduce operator effort and fatigue to a minimum. No stretching to reach work at bottom of cylinder! No lifting of work! Operator simply places light partitions in the compartments, closes doors, turns cylinder one-half turn. All work is deposited on top of partitions where it can be easily reached and slid directly into containers.

For all the facts on Super Qwik-Out, send for bulletin W-9-52.



Unloading Washers



Conventional Washers



Open-top Extractors



Automatic Folders



Chest & Cylinder Ironers



Laundry Presses



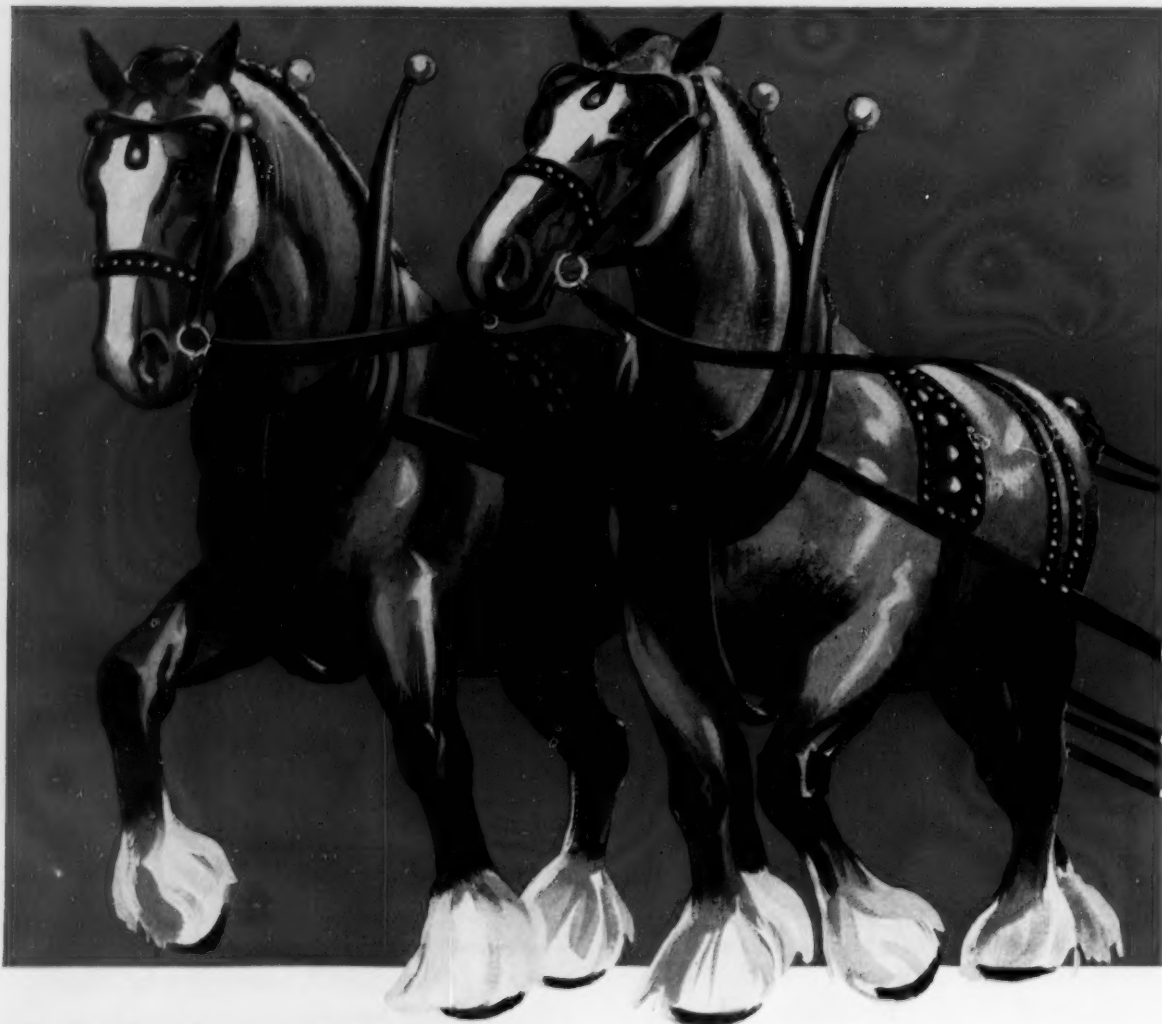
Automatic Controls

Investigate the complete SUPER Laundry Line. Jobbers in all principal cities.



SUPER LAUNDRY
MACHINERY
COMPANY

A Division of
St. Joe Machines
"Since 1877"
**ST. JOSEPH
MICHIGAN**



OZONITE

"MATCHED - TEAM - DETERGENCY" — a new washing method—is creating unusual interest in the laundry field today. Rightly so, for this new field-tested method is already helping a growing number of progressive laundries to wash more clothes more efficiently, faster and more economically.



THE COMPLETE STORY of Matched Team-Detergency with Cross-Fire Cleaning Action is told in this easy-to-read folder just off the press. A postcard addressed to us will bring it to you—or your Procter & Gamble salesman will gladly give you a copy.



"MATCHED TEAM DETERGENCY"



offers you **CLEANER CLOTHES**

**INCREASED
PRODUCTION**

LOWER COSTS

BREX

CROSS-FIRE CLEANING ACTION!

This unique new method takes advantage of the combined dirt-removing power of two basic types of cleaning agents—Orvus Hytemp Granules together with either Brex or Ozonite. Its superior results are possible because Orvus Hytemp has been specially designed to work in efficient harmony with either Brex or Ozonite.

The combination of two efficient, broad-range soil-removing agents—each of which has its own special ability to loosen and suspend specific types of soils—gives double assurance of getting clothes spotlessly clean.

TWO SIMPLE STEPS

A good start helps assure a good finish. Step number 1 in Matched-Team-Detergency calls for either a Brex or an Ozonite "break." You start getting out the soil on your first operation—and with Brex or Ozonite you remove plenty! Step number 2 calls for succeeding suds baths with Orvus Hytemp Granules, the new synthetic

detergent developed especially for washing white work at higher temperatures.

GREATLY REDUCED RINSING

In the average plant, the Matched-Team-Detergency method can eliminate 50% of the rinses. The reasons? Supply usage is automatically controlled. No soap is added after the first bath in which Brex or Ozonite is used. You start rinsing soap and alkali at once—even during the following suds operations where the efficiency of Orvus Hytemp plays its essential part.

Here is one of the big time-saving, money-saving advantages you'll discover in the cross-fire cleaning system. Reduced rinsing means savings in water and water heating costs . . . shorter formula time . . . manpower savings . . . greater production. You owe it to yourself to check carefully the many advantages of Matched-Team-Detergency. Your Procter & Gamble salesman will be glad to give you full details of this amazing new washing method. Ask him about it.

Procter & Gamble

GWYNNE BUILDING • CINCINNATI 2, OHIO

(Continued from page 26)

whole organization. You know that in our business one person's work is dependent upon another's production—starting with the route salesman through the inbound checkers, to the washroom, etc.

Another point under job satisfaction is reducing fatigue. There is an easy way to do most jobs and we try to find it; providing the easier way does not jeopardize quality or increase costs.

We tell employees in advance about changes that will affect them. We tell them why, if possible. This always pays off and many times the employee starts thinking about the proposed change and comes up with some very good ideas of his own.

We try to prevent grievances by remedying annoyances promptly and if we promise someone something we earnestly try to keep that promise.

Our fourth point is planning and working together.

By working and planning together we find ourselves saying *we* instead of *I*. Suggestions seem to come freely and we share our mistakes as well as our successes. We find our supervisors sincere in thought and action—constantly praising their departments and individuals for their good work.

We, at Slick's in Gary, feel that these four major points:

1. Treat people as individuals
2. Make best use of each individual's abilities
3. Provide job satisfaction
4. Plan and work together

have pushed us high on the ladder of teamwork and we can strongly recommend them to you.

To you men who manage plants, let me say this morale or teamwork is your sole responsibility. It works only from the top down. You could compare your situation with that of a university athletic director. He is only as good as the coaches of the different athletic squads. How far the coaches go depends on their ability to develop good teams.

How far you carry the ball rests largely on your blocking backs—the different supervisors in your organization. How far the supervisors go depends on their ability to develop teamwork in each of their departments.

Good sincere efforts on your part to train these supervisors in their jobs and give them additional training in human relations will develop teamwork in your organization of which you can be justly proud. This teamwork, in turn, can and will show you higher profits. Try it in 1954 and see. □□



SIXTY-CENT SHIRTS attract the fastidious of Grand's customers, who specify custom work. The price is twice as much as the machine-finished shirts, which go for 28 cents apiece. All work is attractively packaged in cellophane

Quality Pays Off

**Detroit plant triples its sales volume
by giving the customers what they want**

By HENRY MOZDZER

ADVERTISING MAY BE WONDERFUL but the management of Grand Laundry in Detroit, Michigan, is content to let quality build its business.

Taking a plant which was considered, saleswise, the sixth largest in the city, V. B. Watkins and W. E. Lewis in the course of 10 years built it up to the point where it is now the second largest and considered by many the first where quality is concerned. During this development, the sales volume increased threefold.

The advertising budget during the total 10-year period has not exceeded \$10,000. The bulk of this amount went into bundle inserts and occasional newspaper ads.

Grand Laundry built its reputation principally by offering quality work and letting word-of-mouth advertising do the rest.

Practically everything coming into the plant is hand-finished, and only shirts and flatwork are handled on a

piecework basis. The shirts mentioned above are the regular ones for which Grand gets 28 cents apiece.

Grand also offered a 40-cent custom-finished shirt to its patrons back in 1944. The popularity of this service eventually forced the laundry to raise the price to 50 cents in an effort to cut down the backlog on these requests. The maneuver backfired, however, and some time later Grand upped its base rate on custom-finished shirts to the present 60 cents without ill effects.

How does a 60-cent shirt differ from a 28-cent shirt? After the shirts have been rough-finished by machine they go to the hand-finishing girls, who re-iron to remove rough dry spots, take special pains to press the pleats in gusset and shoulder areas; then the shirts are hand-folded, pinned and cellophane-wrapped.

One interesting observation of the
(Continued on page 32)

ONLY 27½" WIDE

Saves Floor Space...

the perfect dryer for
diaper — bachelor — family work
individual bundles



the Original

only the **HUEBSCH TWIN**
offers all these features:

- Safety switch shuts off cylinders and fan when doors are opened.
- Only one motor—for easier, more economical maintenance.
- Equalizing baffle—for even drying in both cylinders.
- Low initial cost; low operating cost; ruggedly built for years of service.
- Exclusive cylindrical lint trap deposits lint in the lint drawer by simply giving the lint crank a twist—or a kick.
- Faster drying, and more efficient drying, in less floor space and for less money, easy to operate, easy to maintain.

Available in steam and gas heated models. Steam heated tumbler shown.

HUEBSCH

Twin

by the Inventor and World's Largest Manufacturer of Open-End Drying Tumblers

HUEBSCH MANUFACTURING COMPANY, 3775 N. HOLTON ST., MILWAUKEE 1, WIS.

DIVISION OF
THE AMERICAN LAUNDRY
MACHINE CO.

(Continued from page 30)

pains taken to assure customer satisfaction is in the treatment of no-starch shirts. The moisture and pressure of finishing equipment sometimes make a shirt cuff or collar look as if it were starched. To do away with this appearance, the girls give the material a diagonal tug to separate the plies and thus soften the material.

Since many of the shirts coming into the plant are of the custom-made \$20 variety, they are, of course, hand-washed.

Grand Laundry is determined to give the customer as much or as little starch as he requires and in the right areas. To this end, routemen are provided with a two-page mimeographed instruction sheet which clarifies some dozen starch classifications.



STARCH CLASSIFICATIONS cater to every customer whim—unusual sight today where most laundries operate on starch and no-starch basis. Grand has about a dozen of them

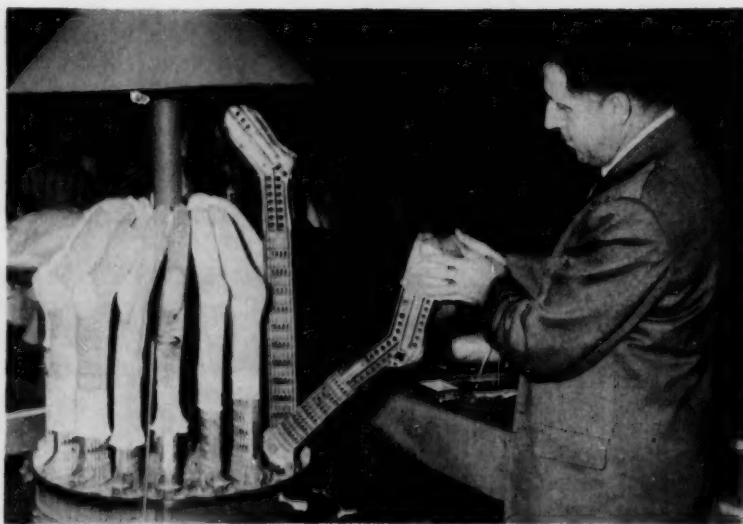


HAND FINISHING plays important role in Grand Laundry operation amounting to between \$1,000 and \$1,500 per week during the winter. Tablecloths are put on rolls for additional fee if customers object to wrinkles which result from folding

No oxford cloth or sport shirts are ever starched without specific instructions from the customer.

Blankets are another popular item at Grand. All are gently washed in a special washer, carded and hung to dry. The only blankets which are cabinet-dried are the electric blankets and summer blankets which tend to wrinkle if otherwise treated. Cellophane insures a neat packaging job, and all blankets are unconditionally guaranteed against shrinkage.

About 90 percent of the work coming into the plant comes from routes, the rest through the plant store. Where 14 routes were previously employed, the firm now has 17 plus two commercial routes. The family routes averaged about \$300 per week when the firm was first taken over in 1944. Today, the average amounts to about \$750 per week, and four of these routes never fall below \$1,000 per week. Proving that quality can pay off. □ □



SAVING THE SNAP in elastic-topped socks is just one of little extras that Grand includes in its regular service. Sock forms were "slimmed down" under V. B. Watkins' direction to eliminate excessive stretching of footwear

NYLON SHROUD LINE
DRAW CORDS

Greatest press cloth development in years

GIBALTAR'S ALL-SPUN NYLON **RESINTEX - 22S**

Lasts longer • Improves finishing quality • Odorless • Costs less

- 9 weeks on a 40" Bosom Press (36,000 shirts)
- 9 weeks on a 25" Short Bosom Press (36,000 shirts)
- 8 weeks on a Collar Press (32,000 shirts)
- 7 weeks on a body press under extremely harsh conditions (overall cleaning plant)

Resintex 22S can make new production records for you, too. Here are some of the many features that make it the top-performing all-spun press cloth on the market today:

- Resists abrasion
- Improves finishing quality
- Eliminates starch adhesion
- Assures non-slipping
- Extremely flexible and durable
- Completely odorless on hot presses

See for yourself; ask your jobber or write direct for further information. All Resintex Press Cloths are available both in ready-made press covers and by the yard. There is a Resintex Press Cloth for every press.

GIBALTAR FABRICS INC.

2236 PITKIN AVE. • BROOKLYN 7, N. Y. • HYACINTH 5-3052

OTHER GIBALTAR PRODUCTS: GIBALTAR NYLON SHROUD LINES FOR DRAW CORDS; **GIBALTAR NYLON NETS:** The Comet, The Peerless, The Super Peerless, The Major; GIBALTAR ASBESTOS FW IRONER ASSEMBLIES, GIBALTAR NYLON SLIP-IN FW IRONER COVERS; GIBALTAR NYLON FW IRONER TAPE; GIBALTAR NYLON FW IRONER CORDS



SIXTY-SECOND TEST checks applicant's manual dexterity at Kyer Laundry. Exceptional production workers can line up as many as 48 to 50 marbles in one minute

THE HIRING STAGE is the place to stop labor turnover. If the prospective employee is obviously unsuited for the work, there is no point in hiring him or her for the job. The difficulty lies in determining whether or not a person is qualified during the normally brief interview which precedes hiring.

The management of Kyer Laundry in Ann Arbor, Michigan, recognized this problem and did something about it.

John Paup, Sr., noted that his best productive workers had the greatest agility with their hands or—to use the two-bit phrase—they had good “manual dexterity.” If this ability could somehow be measured, half the battle was won.

His son, John Paup, Jr., a business administration graduate from the University of Michigan, tackled the problem and came up with a pegboard-

Simple Test Cuts Turnover

Ann Arbor plant reduces labor turnover more than 20 percent with quick test

By HENRY MOZDZER

type test which has proved quite satisfactory for this purpose.

Here's the way it works. All persons seeking productive labor jobs are asked to sit before the pegboard and line up as many marbles as they can in one minute using one hand. At the end of that time, the positioned marbles are counted. Any person who lines up 32 or more marbles in the allotted time would be considered a likely prospect.

Before this marble routine was adopted, its validity was checked by giving the test to all employees then working in the plant. It was found that good workers averaged between 38 and 40 positioned marbles per minute.

Originally, the marble test was run for three minutes duration but it was observed that the necessary results could be obtained by cutting the period down to one minute without any radical difference in the final score. In fact, too long a testing period defeated the purpose of the test since the candidate became listless and annoyed.

Kyer's also uses a simple IQ test which is combined with the applica-

tion blank. This serves to quickly check the applicant's ability in dealing with figures and indicates his or her powers of recognition and recall.

A person with a good dexterity score and a good memory is a likely prospect for the subassembly or break operation. A low score in arithmetic would disqualify a person from the weighing in or pricing operation.

Once the new employee is hired on the basis of these tests, he is expected to reach 100 percent efficiency after a one-week on-the-job training period.

Since this testing procedure was introduced at Kyer's, labor turnover has been reduced by 21.8 percent. This percentage was computed by totaling the number of tax withholding statements issued to employees each year. The latest count indicates a drop of from 175 to 137 withholding statements.

While the testing program helps reduce turnover, Kyer management is quick to add that such factors as labor-market conditions and good worker-employer relations also have a great influence on the problem and cannot be totally disregarded. □□

Name: _____

Address: _____

Telephone: _____

Date of Birth: _____

Experience: _____

Study the following laundry marks for 15 seconds and then turn card over.

AAB	BRE	172
STT	STR	BUTLER
SPB	180	B-WIG
1402	YNP	RAFF

Place an X after each mark which appeared on the other side.

138	RALF	ALP	SOBY
SP2	1402	HAMER	180
ALP	2BR	172	BUTLER
B-WIG	STT	STL	BAT

Add these

3	4	23	113	736
2	9	36	258	683

If there are 60 laundry bundles to be divided into 4 lots, how many bundles in each lot?

APPLICATION BLANK (left) is combined with brief IQ test on 4-by-6-inch card; gives interviewer quick look at applicant's ability to read, remember and reckon. Compare your own score on recall test. Good marker or sorter can remember better than half after 15-second look



New Chevrolet Trucks for '54

Loaded with brand-new advantages you need and want!

You'll get more work done in less time and at lower cost with new '54 Chevrolet trucks on the job. They bring you more new features . . . more big new advantages than any other truck on the road.

For example, you get new engine power in all models. The advanced "Thriftmaster 235" engine combines bigger displacement and higher compression with other new features to give you greater power and finer performance. The rugged "Loadmaster 235" engine offers increased strength and stamina for heavier trucking operations. The all-new "Jobmaster 261" engine* brings you extra reserves of high-compression power for hauling big loads on schedule.

In addition, you enjoy new and even greater operating economy. All three 1954 Chevrolet truck engines bring you the full benefit of thrifty high-compression power.

And there are many, many more new things you'll like about these great new Chevrolet trucks. New, roomier pickup and stake bodies let you haul more . . . save you time and extra trips. And they're set lower to the ground for easier loading

and unloading. New truck Hydra-Matic transmission* lets you drive all day without shifting. It's offered not only on 1/2- and 3/4-ton Chevrolet trucks, but on 1-ton models, too. New Comfortmaster cab with one-piece curved windshield and amazing new Ride Control Seat* offers the last word in comfort, convenience and safety.

Plan now to see your Chevrolet dealer and get all the facts about the new Chevrolet trucks for '54. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Most trustworthy trucks on any job!



ADVANCE-DESIGN TRUCKS

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

DUAL-SHOE PARKING BRAKE—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT*** eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models.

*Optional at extra cost. Ride Control Seat is available on all cab models. "Jobmaster 261" engine on 2-ton models; truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



NEW OFFICERS AND DIRECTORS (left to right), seated: Paul Williams, Bill Schaeffer, Harold Eigensee, Bill Ayers, Dick Powell. Standing: Directors Francis H. Reilly, Roy A. Wigle, Floyd E. Howell, Sam Aronson, John A. Leavitt, F. S. Carlson, Henry C. Hartenbach, John A. Baker, W. S. Ingersoll, Lloyd Mathieson, A. J. Emmanuel, Arthur Greenberg

Rug Cleaners Meet in Miami

SHARING OF IDEAS and know-how was the theme of the ninth annual convention and exhibit of the National Institute of Rug Cleaning, held January 15-18 in Miami, Florida. All speakers except one were industry members, passing on their own experiences to an attendance of 400 through talks and demonstrations and following question-and-answer periods.

Another convention innovation was a demonstration of on-location carpet cleaning, held Saturday afternoon, January 16, in a special area to one side of the allied trades exhibits. Demonstrations of methods and equipment were presented by John P. Kebabian of M. H. Kebabian Co., New Haven, Conn.; Jerry Eisenberg, United Rug & Carpet Cleaners, Brooklyn, N. Y.; Joseph Conway, Certified Chemical & Equipment Co.; Fred Hild, Hild Floor Machine Co.; E. V. Coulter, Multi-Clean Products,

and Philip Smith, Rugmaster Manufacturing Co.

A welcoming message from President Bill Ayers of Covington, Va., was followed by the one outside speaker, Dr. Kenneth McFarland, educational director for American Trucking Associations, Inc., who emphasized the importance to business success of knowing and understanding people.

A discussion of sours, based on laboratory tests made at the NIRC laboratories at Silver Spring, Md., was presented by Col. J. W. Rice, the Institute's research director. The first day's program ended with a talk by Lincoln Fraser of Boston on work simplification.

The program the following morning was opened with a slide presentation of the NIRC's national advertising in *Life* magazine.

Harold H. Eigensee, chairman of the survey committee, reported on re-

sults of a survey to determine consumer acceptance of professional rug cleaning. The answers indicated that advertising should stress sending rugs to be cleaned more often, that it should be more informative, put more emphasis on quality and less on price. In commenting on the survey, Mr. Eigensee urged constant cultivation of retail personnel for increased cooperation, more effective use of NIRC public relations material, and extension of service to neighboring areas without their own rug-cleaning plants.

A special dryroom group discussion period, at which Col. Rice presided, was held the following morning.

At the annual membership business meeting in the afternoon official reports were presented by President Bill Ayers; by Paul Williams, treasurer; Dick Powell, executive secretary; Jerry Eisenberg, chairman of the insurance committee; Gene Brehm, chairman of the membership committee; Gus



KEEN INTEREST in talks and demonstrations was displayed by attendance of 400

Build Business Faster At Lower Cost—With Pre-Tested Sales Messages On Self-Stick Shirt Bands



IMPACT ON SALES OF SERVICES APPARENT WITHIN A SINGLE MONTH

The Phoenix "SELF-STICK" Shirt Band Imprints shown here have been **pre-tested** for their proven, sales-creating results! The copy—the smart design—the richly brilliant blue and red colors,—all combine to invite and produce **profitable** business. And they'll do just as well for YOU! . . .

MAKE YOUR OWN TEST—

Send us your trial order—indicating selection of copy and band width preferred.—Or, ask for advance selection of sample imprints covering a wide range of business-building services.

PHOENIX "Dual-Stay" Collar Protectors

Easiest, quickest to insert.
Give **double** protection for
laundered shirt collars.

5M	10M	25M	50M
\$1.95M	\$1.90M	\$1.85M	\$1.80M
F.O.B. Milwaukee			

You Can't Buy Lower "Ad Rates" Than These!

Copy No.	Width	10M	25M	50M	100M
4083	4"	\$4.08M	\$3.76M	\$3.47M	\$3.22M
276	1 1/2"	\$1.82M	\$1.50M	\$1.32M	\$1.17M
Lengths—19" & 20"		Prices F.O.B. Milwaukee			

Mail This Coupon

For fast service in shipping your mail order for Phoenix Products

ORDER COUPON

Phoenix Products Co.
Milwaukee 16, Wisconsin

Send us C.O.D., best way, the below indicated Phoenix Packaging Items:

- ☐ No. 4083—4" Self-Stick Bands
☐ No. 276 —1 1/2" Self-Stick Bands
☐ () 19" () 20" Width
☐ Send Illustrated Folder of Stock Copies
☐ Phoenix "Dual-Stay" Protectors
☐ Samples of Dual-Stay Protectors

FIRM _____
 Address _____
 City _____ Zone _____ State _____

PHOENIX

PHOENIX PRODUCTS CO.—Milwaukee 16, Wis.



CONCLUDING BANQUET drew big turnout of festive convention delegates and wives

Draffkorn, chairman of the national advertising committee, and by Lawrence Jeppson, public relations director.

New officers chosen for the coming year are: Harold H. Eigensee, Columbus, Ohio, president; William J. Schaeffer, Stamford, Conn., vice-president; Paul B. Williams, New York, treasurer. Retiring President Ayers was elected chairman of the board of directors.

The directors, chosen by mail ballot, are: Jack Leavitt, Hartford, Conn.; Roy A. Wigle, Mt. Vernon, N. Y.; D. Lloyd Mathieson, Harrisburg, Pa.; Bill Ingersoll, Pittsburgh; Francis H. Reilly, Baltimore; John A. Baker, Miami, Fla.; Arthur Greenberg, Chicago; Henry C. Hartenbach, St. Louis; Sam Arenson, St. Paul; F. S. Carlson, Kansas City, Mo.; Floyd Howell, Dallas, and A. J. Emmanuel, Seattle.

The final convention session on Monday morning opened with the showing of a color sound movie produced for Gene Brehm at his new

plant in Elizabeth, N. J., for use at the meetings of civic and social groups.

The remainder of the program was devoted to panels. A variety of practical suggestions were presented in an "Idea Session" in which participants were Marshall Mercer, Richmond, Va.; Wilbur Smith, Lancaster, Pa.; Jack Leavitt, Hartford, Conn.; Percy Glidden, Oak Park, Ill.; Col. Rice, NIRC; Harold Eigensee, Columbus, Ohio, and Jerry Eisenberg, Brooklyn, N. Y.

A panel on local cooperative advertising and public relations told of the accomplishments of groups in five cities. Participants were Mike Rudolph, Philadelphia; Jack Schwartz, Chicago; Jerry Eisenberg, New York; Dan Marcus, Pittsburgh, and Henry Hartenbach, St. Louis.

A panel on group insurance of local organizations wound up the official convention sessions. Moderated by Ed Milbank of Bauer, Milbank & Co., the panel included Paul Williams for New York, August Draffkorn for Chi-

cago and Pearson Sunderland for Baltimore.

The banquet, entertainment and dance held the final evening were a successful climax to a convention with many attractions, including a spell of Florida weather at its balmy best. The program arrangements were directed by John Baker of Miami. Following the convention, about 80 rug cleaners and their wives left Miami by air for a 2½-day trip to Havana.

Expense-paid Havana trips for two were the prizes awarded to winners in the slogan and sales promotion contests. The slogan "Clean Rugs Wear Longer" won a trip for Stewart J. McDonough, Mercury Rug Cleaning Corp., Reading, Pa. In the sales promotion contest, the prize went to Jack Leavitt of John Leavitt, Inc., Hartford, Conn. Runners-up were Dan Marcus, Allen Rug Cleaning Co., Pittsburgh, and Dave Shihadeh of Theodore Shihadeh, Ardmore, Pa.

The 1955 convention will be held in New York City.

—Jerry Whitman

South Carolina Convention

ABOUT 150 plantowners and allied tradesmen attended the thirty-first annual convention of the South Carolina Association of Launderers and Cleaners, held at the Columbia Hotel, Columbia, January 13 and 14.

Speakers at the business sessions included George P. Fulton, research director, National Institute of Drycleaning, on "Drycleaning in the Charged System"; L. E. Francis, Emery Industries, Inc., on "Par Takes Practice"; Harold Howe, the Washington representative of the American Institute of Laundering, on "Washington Today and Tomorrow"; W. A. Pellerin, Pellerin Milnor Corporation, on "Horse and Buggy Merchandising."

An insurance panel, moderated by H. P. North, manager, South Carolina Association Insurance Agents, included Richard Singleton, manager, South Carolina Inspection and Rating Bureau, and J. E. McDavid.



OFFICERS, left to right: Charlie Stork, W. B. McWhorter, Dan S. Hollis, Jr.

The social calendar included a ladies' get-acquainted party, a get-together party and dinner dance for all, plus a luncheon with vocal trio.

Newly elected officers are: president, W. B. McWhorter, Fairfax

*My blankets came back
soft, fluffy
really clean!*

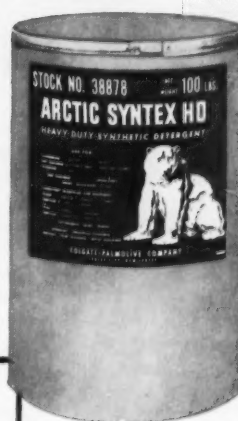


For Blankets—For ALL Difficult Specialty Jobs—Use

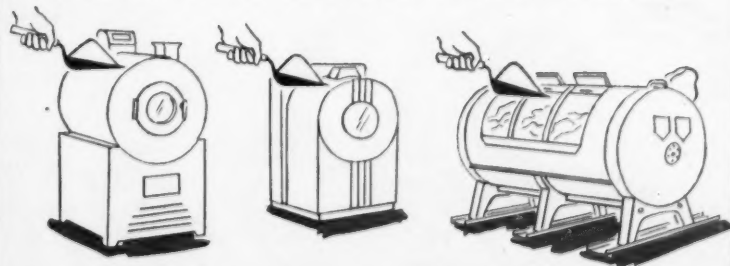
ARCTIC SYNTEX HD

COLGATE'S Safe, Easy-to-Use Heavy-Duty Detergent

Arctic Syntex HD is particularly effective for washing woolens, synthetic fibres, all kinds of colored goods, diapers—and for hard-water washing of white work. It's easy and safe to use . . . makes abundant suds. Gets work really clean.



NO MATTER HOW YOU WASH BLANKETS—
ARCTIC SYNTEX HD IS YOUR ANSWER TO SATISFIED CUSTOMERS



COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 3, Ga. • Chicago 11, Ill.
Kansas City 5, Kans. • Berkeley 10, Calif.

Other C. P. Products for the Laundry Industry

Colgate Formula 40—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsability," quicker rinsing, cleaner finished work and lower soap consumption. Use direct to the wheel.

Colgate Laundry Brightener—Revolutionary new detergent aid—guarantees whiter whites, brighter colors, every wash!



FREE! New 1954 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Get a copy from your Colgate-Palmolive representative, or write to our Industrial Dept.

Cleaners, Spartanburg; vice-president, Dan S. Hollis, Jr., Hollis Cleaners, Rock Hill; treasurer, James D. Harrelson, Sumter Laundry and Cleaners, Sumter; sergeant-at-arms, J. T. Graves, Ideal-White Swan Laundry, Charleston, and immediate past presi-

dent, Charlie Stork, Sunshine Laundry and Cleaners, Columbia.

Directors are: G. R. Kirkland, Orangeburg; Frank Sloan, Aiken; J. R. Kirkland, Sumter; Glenn Kirkley, Cheraw; Leon Cooper, Columbia; H. H. Brown, Rock Hill; James

Fowler, Spartanburg; Charles Snoddy, Greenwood; James Culpepper, Charleston; Robert A. Drake, Anderson; Mrs. Rosa Holliday, Leesville; Jack Parrish, Florence; Fred Gregory, Greenville, George Tucker, Beaufort.

—W. S. Crompton



DELEGATES BOMBARD Dr. G. E. Peters with questions following his talk and demonstration by Gale Bleasdel of ultrasonic drycleaning equipment

Ultrasonics Featured in Indiana

A DEMONSTRATION and explanation of ultrasonic drycleaning drew keen attention at the well-attended annual convention of the Indiana Drycleaning and Laundry Institute. The meeting was held December 4-6 at Indianapolis.

The ultrasonic demonstration—finale of the convention—was considered by most members to be the highlight of the three-day meeting. Dr. G. E. Peters and Gale Bleasdel of Randolph, Nebraska, showed how difficult stains could be removed from fabrics by high-speed sound waves vibrating a detergent-and-petroleum-solvent solution at a frequency of 240,000 times a second. The Indiana group is the first state convention to see this equipment in action.

Following the demonstration, the two Nebraska men answered questions from the floor. Several members indicated a desire to get this type of equipment immediately, while others stated they didn't think it was feasible.

A smoker on Friday night gave members a chance to get well relaxed and ready for Saturday's full day of panel sessions.

To start the ball rolling Saturday morning W. R. McBride, chairman of the convention committee of the Indiana Fire Underwriters Association, acted as moderator for a panel on insurance. Following each of the panel discussions, questions were asked from the floor and answered by the panel, consisting of Charles Lyden, Robert Ayles, J. B. Blaine, M. Beal, H. W. Montgomery, and George Lewis. They covered all phases of

insurance from casualty coverage to storage and contents insurance.

F. E. Glass of Crown Laundry & Drycleaning Co., Indianapolis, conducted the panel on laundry sales promotion and customer relations. Institute members listened attentively to methods used by others in getting more new customers and hanging on to the old ones.

Operation and problems of the self-service laundry got a complete airing



INDIANA OFFICERS, left to right: Paul E. Lerch, president; Mrs. Kathryn Smith, secretary-treasurer; Kenny Bollinger, vice-president; Joseph Coughlin, retiring president, and Dale Crittenger, retiring executive secretary

*See them
now!*

**NEW P-350 PARCEL
DELIVERY CHASSIS**
with large cubic-
capacity Custom Body
is the time-saving
master of stop-go work!
Fordomatic Drive
available. New 115-
h.p. Six engine.



New FORD TRUCKS for '54

featuring **TRIPLE ECONOMY** Big new savings in
the 3 most important
truck saving areas

1. NEW Gas-Saving, Low-FRICTION, Overhead-Valve, High-Compression, Deep-Block Engines in all Models!

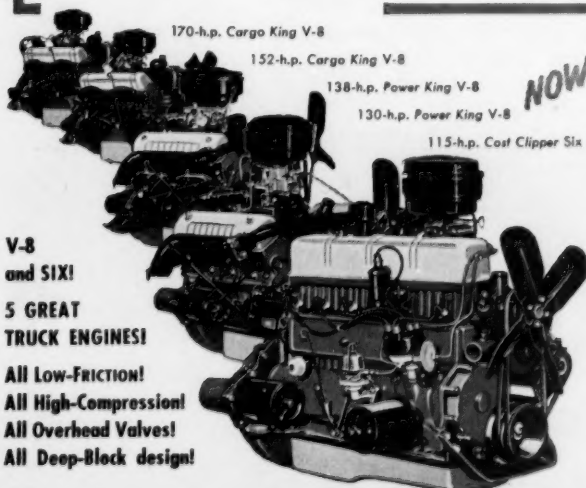
Now, you get a gas-saving Low-FRICTION engine in any Ford Truck you choose—from 115- to 170-h.p.! New short-stroke design cuts internal friction loss up to 33%, liberates up to 23% more usable power.

2. NEW Ford Driverized Cabs! NEW Power Steering! NEW Power Brakes! Fully Automatic Fordomatic Drive!

Ford's 3-man Driverized Cabs cut fatigue! New Master-Guide Power Steering standard on T-800 Series, optional on most other BIG JOBS, Power Braking* for ½-ton, Fordomatic* for all light duty models!

3. NEW Money-Saving Capacities! Over 220 Models! NEW 6-wheel tandems! The one right truck for your job!

Ford's expanded new truck lines include brand-new Ford Tandem-Axle BIG JOBS, up to 60,000 lbs. G.C.W., and two more giant new Ford Cab Forward BIG JOBS rated up to 55,000-lbs. G.C.W.!



**V-8
and SIX!**

**5 GREAT
TRUCK ENGINES!**

**All Low-FRICTION!
All High-Compression!
All Overhead Valves!
All Deep-Block design!**

NOW!

**Mightiest concentration of power
per cubic inch ever built into any
truck engine line! Only FORD has it!**

For the power they develop, Ford's new truck engines have *less cubic inch displacement* than any other truck engine line. The Ford 223 cu. in. *Cost Clipper Six* develops its 115-h.p. from as much as 22 cubic inches less displacement. Smaller-displacement engines normally need less gas! That's why Ford *concentrated power* is a big factor in new Ford Truck **TRIPLE ECONOMY!**

*Available at extra cost.

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in the afternoon, with Ellsworth Maxwell handling the panel.

Then Earl Armbrust of H. Kohnstamm & Co., Inc., took over the moderator's job for the discussions of latest developments in supplies, equipment and methods. This is always one of the most looked-forward-to sections of the Indiana convention.

New officers for the coming year were elected Saturday morning at a board meeting. Paul E. Lerch of Peerless Drycleaning Co., Ft. Wayne, was elected president to replace Joseph Coughlin of White Swan Launderers & Cleaners, Evansville.

Kenny Ballinger, Anderson Laundry & Dry Cleaners, Anderson, won

the ballot for vice-president. Mrs. Kathryn Smith of the 4-Hour Laundry in Indianapolis became the secretary-treasurer. Dale Crittenger, a long-familiar figure at Institute get-togethers, formally announced his retirement as executive secretary at this meeting. His services will be missed at future conventions.

On, Wisconsin

HIGH INTEREST in the industry was displayed by some 75 members, guests and allied tradesmen who braved icy roads and below-freezing temperatures to be on hand for the sectional meeting of the Wisconsin Institute of Laundering held at Beloit on January 21.

Blending conviviality with facts, the program got underway with Richard "Bud" Menzel of King's Laundry, Oshkosh, relating some of his experiences with a new washing system—employing a conveyORIZED series of baskets which are moved leapfrog fashion through separate suds, rinse, blue and extractor tanks—and of the resulting saving in labor, power and supply costs.

Ollie Adelman of Adelman Laun-

dry, Milwaukee, urged "A Fighting Faith for Our Industry" and called upon the members to re-examine their facilities, operating methods, personnel, etc., and to make changes where necessary to best meet consumer demands.

Joseph "Uncle Joe" Applegate of The Prosperity Company, Inc., reported some interesting facts based on his observations in the field regarding the increasing popularity of the package laundry as opposed to the large plant operation. Unfortunately, word of illness in the immediate family obliged him to cut his speech abruptly.

Staffman Ralph Yenke of the American Institute of Laundering offered two solutions to the dilemma of "Compensation for Route Split-

ting." One solution was the "guarantee plan" and the other called for "outright purchase." He described both in detail and also demonstrated the AIL method for rating routemen.

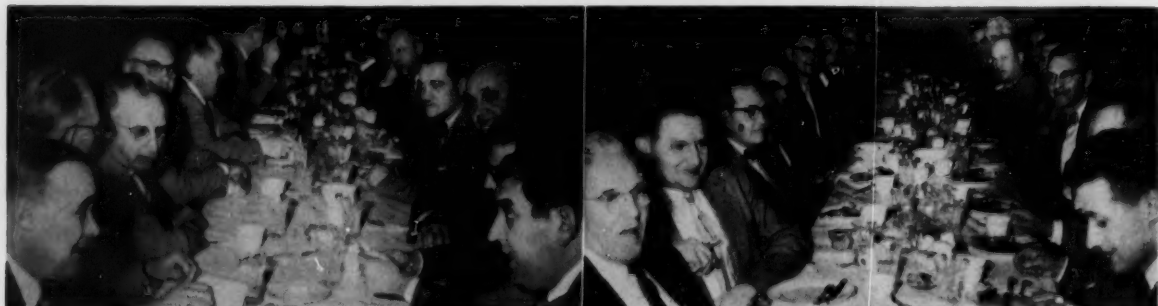
Cy Henderson of The American Laundry Machinery Company neatly summarized the highlights of the speeches preceding, adding the suggestion that laundryowners might profit by visiting plants of unrelated industries to see how general management problems are handled there. He capped the session with a slide presentation of "What's in Store for the Laundry."

The program committee included Bob Lee, association secretary; Frank Normington, serving as host for the city of Beloit, and Mrs. Normington, who arranged a special "Get-Together" for the ladies attending. WIL President Harold Whitaker was the toastmaster.

—Henry Mozdzer



SPEAKERS' ROSTER, left to right: Richard Menzel, Robert Lee, Ollie Adelman, Cy Henderson, Harold Whitaker, Arthur Furman, who is president of Wisconsin Drycleaners Association, Ralph Yenke and Frank Normington



WISCONSIN BADGERS mix laundry business with luncheon pleasure at half-day session held in Beloit



Specialists in Laundry Cleaning Products

*"With RIDDAX,
we wash shop towels
in half the time"*

That's what one Detroit industrial laundry operator says about fast-acting Wyandotte RIDDAX. And, with RIDDAX, shop towels

and coveralls can be washed without oil or grease collecting on the wheel. Such loads can be followed by a load of sheets!

Other laundry operators agree on RIDDAX, too! They're all getting faster, better results in washing wiping cloths, towels, greasy shop overalls. Read what they say:

"Wyandotte RIDDAX cuts down our rewashes 50% — gives us better washing results and savings in time and money!" — H.L., Chicago, Ill.

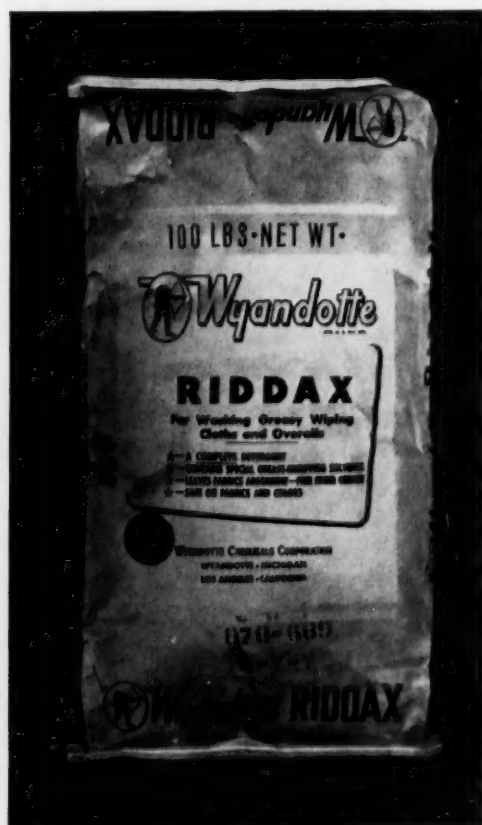
"Our white coveralls are much whiter now with Wyandotte RIDDAX!" — N.C., Montreal, Que.

"We've found RIDDAX easy to use and economical; we heartily recommend it! It removes grease and restores a beautiful blue color to overalls!" — H.E., Hershey, Penn.

"Our customers are very pleased with our work since we started using Wyandotte RIDDAX!" — L.F., Des Moines, Iowa.

"RIDDAX completely eliminates the greasy odor from packing plant coveralls!" — F.A.K., San Francisco, Calif.

Wyandotte RIDDAX can make heavy, industrial-type laundering a snap for you, too! Ask your Wyandotte jobber to show you how. He handles a complete line of specially formulated products, each designed to do a specific laundry job. Start benefiting now . . . call your jobber today! Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.



 **Wyandotte**
CHEMICALS

Helpful service representatives in 138 cities
in the United States and Canada

Largest manufacturers of specialized cleaning
products for business and industry

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Laundry News Notes



BEVERLY, MASS.—Harold P. Parker, president of the Salem Laundry, and Lorenzo P. Benet, general manager, have announced the purchase of Parsons Laundry. All future work will be done at the Salem establishment, 71 Lafayette St.

WEBSTER, MASS.—Mrs. Mary Delaney has retired from The Empire Laundry. The new proprietors are her nephews. Francis Tyrrell, who has been in the business since 1939, is the senior partner; Charles, John and Robert Tyrrell will be associated with him.

ARDMORE, PA.—Sam Kirk recently purchased Main Line Self-Service Laundries, 58 Rittenhouse Pl., from Norman Ellison, Jr. Mr. Kirk has changed the name of the establishment to Ardmore Laundromat.

CHARLESTON, W. VA.—The West Virginia Launderers and Cleaners Association held a management conference here recently. Donald Peters, J. B. Dalgliesh and Bill White of the National Institute of Drycleaning were featured speakers.

LIVERPOOL, N.S., CANADA—The official opening of the office of New System Laundry and Dry Cleaners, located in the Wigglesworth Building, Main St., was held here recently.

ALLENTOWN, PA.—Henry Laundry Company, Hazelton, Pa., has purchased Leh Cleaner & Dyer. The new management plans to install complete laundry equipment in the new establishment.

ROCHESTER, N. Y.—Star Palace Launderers & Dry Cleaners, Inc., has purchased the goodwill and customer list of Rochester-Kelso Laundry. It also acquired the use of the Kelso name for several years.

ST. THOMAS, ONT., CANADA—John Emery, 12 Penwarden St., has opened a laundry and drycleaning establishment here.

SUDBURY, MASS.—Space in the Sudbury shopping center, Concord and Boston Post Rds., has been leased by Middlesex Laundry and Cleansers, Inc.,

of Maynard. The company will use this store as a pickup station.

GREECE, N. Y.—Lilac Laundry, Inc., of 14 Ward St., Rochester, has opened its fourth branch, at 3725 Dewey Ave. here, opposite the new North Gate Plaza.

JERSEY CITY, N. J.—Thirty Brunswick Laundry routemen have won income-producing shares in a mutual investment fund, according to an announcement by Ramon Sieminski, executive vice-president. This "every man a capitalist" plan was initiated by the company instead of offering cash incentives.



CHATTANOOGA, TENN.—Construction is progressing on a new laundry plant being erected by Chattanooga Industrial Services, Inc., at Calhoun Ave. and Doyle St.

FAYETTEVILLE, N. C.—Wilbur Clark, operator of Mayflower Laundry, has been elected vice-president of the Fayetteville Chamber of Commerce.

MACON, GA.—The Crescent Laundry, Macon's oldest laundry, has been purchased by John McCord.

MULLINS, S. C.—The Dixie Laundry and Dry Cleaning plant has been purchased by C. W. Taylor from the widow of the late J. M. Floyd.

WINCHESTER, VA.—Remodeling and additional construction at the Sanitary Laundry, Inc., 109 S. Cameron St., is under way, according to Grant T. Seabright, president.

NEW ORLEANS, LA.—William I. Monaghan, treasurer of New Orleans Laundries, Inc., will serve as general chairman of the Southern regional conference of the Controllers Institute of America, to be held here on February 19 and 20.

ALEXANDER CITY, ALA.—Fire of undetermined origin recently damaged the West End Laundry, owned by J. V. May.

MEMPHIS, TENN.—Memphis Steam Laundry-Cleaners has opened its White Station Branch at 4700 Poplar, the first of a series of three branches planned by the 71-year-old firm.

GASTONIA, N. C.—Everett Carson, operator of Kit Carson Washerette, 1614 W. Franklin Ave., has opened Carson's Laundry in the Akers shopping center on Wilkinson Blvd.

COVINGTON, KY.—Peebles Corner Laundromat plans to open a self-service laundry at 1025 McMillan St., Walnut Hills.

ASHEVILLE, N. C.—Stockholders of Minico, Inc., and Community Laundry and Dry Cleaning Company, both located at 81 Broadway, are negotiating a merger of the two laundries.

TALLAHASSEE, FLA.—Tom Brown, laundryowner here, has been inducted as president of Tallahassee Kiwanis Club.

NORFOLK, VA.—The Fairfax Family Laundry, 719 Fairfax Ave., has been sold to James P. Guzzey.



CAMROSE, ALTA., CANADA—Camrose Laundry and Dry Cleaners has been opened by Floyd Gardner.

SEDRO-WOOLLEY, WASH.—The Sedro-Woolley Laundry has been sold by Mr. and Mrs. C. M. Moss to C. W. Johnson. Mr. Johnson owns Cascade Laundry and Cleaners in Bellingham, Wash.

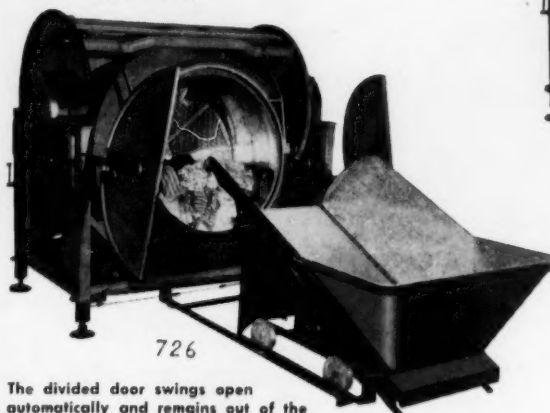
PORTLAND, ORE.—A recent fire damaged the interior of the Best-Ever laundry and drycleaning plant, 2443 S.E. Division St., and the adjacent home of its owner, Walter L. Judd. Total damage was estimated at \$23,000.

MARYSVILLE, WASH.—George Combs has opened the Marysville Laundryette at 1412 Eighth St.

ST. PAUL, ALTA., CANADA—Dip Lee and Frank Wong have announced the opening of A-1 Laundry and Dry Cleaners.

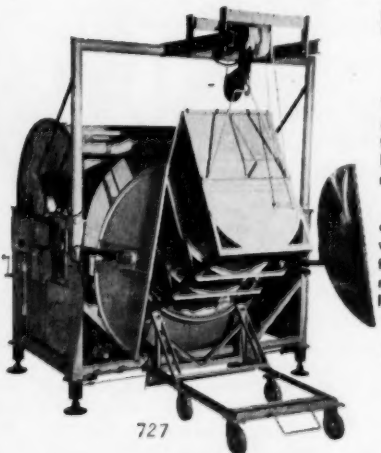
STOP *Fumbling!* START *Tumbling* with a **PURKETT 72" "BIGMOUTH"!** with **HEAT CONDITIONING---**

From extractor to ironer, every operation can now be done automatically, quicker and more profitably with the sensational heat-conditioning 72" Purkett "BIGMOUTH" Tumbler. It warms, softens and mellows flatwork—keeps several ironers busy.

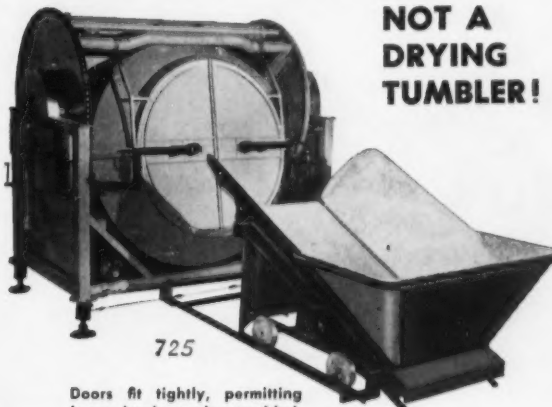


The divided door swings open automatically and remains out of the way of the cylinder during the entire unloading and loading cycle. Doors now perforated for slight drying action.

"BIGMOUTH" tumbles the heated flatwork until wrinkles and curled selvages are removed and ready for ironer. 72" holds 200 lbs.; the full load of a 48" extractor or a basket type extractor. Heated 72" with door covering cone opening will tumble larger loads of smaller pieces. 48" holds 60 lbs. of small pieces or 45 lbs. of sheets.



Illustrates hoist raising hinged hopper of loader truck, to permit the load to slide into the tumbler.



Doors fit tightly, permitting large loads to be tumbled.

It serves a double purpose . . . eliminates slow, tiresome, costly hand-shaking, yet discharges laundry in ideal condition, ready to iron, with wrinkles and curled selvages removed. The 72" Purkett "BIGMOUTH" Tumbler has unusual capacity, loads and unloads non-stop. Requires only five minutes tumbling for full load (when possible, ten minutes is better).

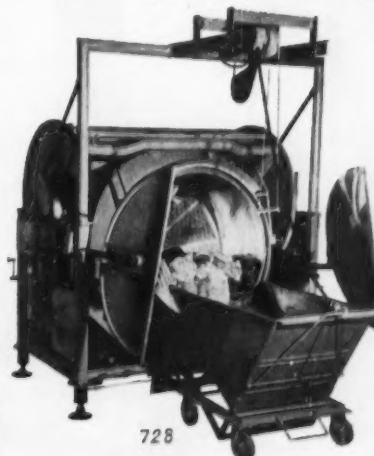
LOADING EQUIPMENT

The conveyor loader is for use with the removable-type extractor basket, and is the most efficient loader. It must be located where it may be reached by monorail or jib crane.

The loader trucks are wheeled to the extractors to receive the loads and then wheeled to the tumbler and the load transferred to the tumbling cylinder by means of a hoist. The tumbler may be located anywhere in the plant.

For complete details and specifications of both models No. 48 and No. 72, write to any major laundry machinery manufacturer, or

PURKETT
MANUFACTURING CO.
JOPLIN, MISSOURI



Illustrates hinged loader truck after depositing load into tumbler.



WATSONVILLE, CALIF.—L. W. and Frankie Westfall have sold Economy Help Yourself Laundry, 17 Front St., to Mabel C. Morgan.

WICHITA FALLS, TEX.—R. K. Pond and his son, R. K. Pond, Jr., have opened a new laundry and drycleaning

establishment in Parker Square, at Kemp and Kell Blvds. The new establishment is the second suburban store opened this year to supplement the main plant at 600 Ohio St.

EL PASO, TEX.—Acme Laundry and Cleaners has opened a new quick-service launderette at 7016 Highway 80 E. in the Lakeside Village shopping center. The modern building features the latest type of equipment.

SAN BERNARDINO, CALIF.—A \$278,000 project to double the size of the laundry at Patton State Hospital is now

under way. One-story additions of concrete block will be added to the old building to house \$180,000 of new equipment.

CORSICANA, TEX.—According to N. M. Rhea, Sanitary Laundry has purchased property at N. 15th St. and W. First Ave. for the construction of a new building to house the business. G. G. Boyd is Mr. Rhea's partner in Sanitary Laundry.

SHAMROCK, TEX.—Hollis Rainey has bought Van's Laundry, 310 N. Madden, from W. L. Vanlandingham and will operate it as U & I Laundry.

Iron Out Production Bottlenecks

WITH

Leef Flexible Forms



TROUSER FORM

Save countless hours of operator time. Pedal operated, exerts just enough pressure to bring trouser leg to original size and shape. For top efficiency, each operator can handle a four machine unit: Trouser Form, Pocketeer, 51 Press and Mushroom Press.

Makers of
**TURNABLES,
BEARINGS
AND
EXPANDING
FORMS**

OVERALL SLEEVE

Expands to fit all sizes and shapes of work clothes. Sleeves finished; or shaped and partly dried.



POCKETEER

Expands to steam-press all sizes of pockets, eliminating separate pressing. Garment finishes with all the pockets open.



COAT SLEEVE

Saves press time. Dries sleeves in a few seconds and leaves them open. Makes a fine finish without pulling or smoothing.



NURSES SLEEVE

Cuts down on the amount of hand work. Fits extra full shoulder and finishes with sleeves opened up.



Ask Your Jobber or Write Us

BROS., INC.

205 IRVING AVENUE NORTH
MINNEAPOLIS 5, MINNESOTA



CHICAGO, ILL.—The American Linen Supply Company has purchased the operating assets of Standard Linen Service, a subsidiary of Model Laundry Company, Cincinnati, and of a linen supply division of Model.

MUSKEGON, MICH.—A new brick building at 312 W. Broadway Ave. now



Giant Brooklyn family laundry reports:

Flat work ironer covers of Dacron^{*} beat anything we've ever tried

"Pleased with 'Dacron'? That's putting it mildly," says Charles B. Shacter, General Manager of the Brighton Laundry, Brooklyn, N. Y. "We turn out a quarter million pounds of top-quality family laundry a week, and replacing covers on flat work ironers was once a constant headache. We tried all kinds of materials before we found the answer . . . 'Dacron'! It gives a fine silky finish to flat work, and outlasts other covers on our ironers about 14 to one. Now we use it on all five of our American Sylons.

"These new covers of 'Dacron' are the only ones we've found that can take the punishment of 335° heat and 125 lbs. of steam over a period of time, and still give us first-class work. What's more, the heat resistance of 'Dacron' protects the padding. We used to have to use an inside as well as an outside cover. But with 'Dacron', one is enough.

"We carefully tested our first set of covers of 100% 'Dacron'. They ran for 19 weeks and we

just took them off to wash them. There's plenty of life in them still. This durability is very important to us, for a sudden split in a cover means tying up an ironer and 8 girls for about 15 minutes, and that costs us 150 lbs. of production. Yes, it's 'Dacron' for us from now on."

"Dacron" polyester fiber lasts so much longer than cotton that it cuts flat work ironer cover costs over 50% . . . yet delivers a first-rate job. Try one set in your own laundry, and you'll start saving time, trouble and money. Ask your supplier or write: E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Dept., Wilmington 98, Del.

*Trade-mark for Du Pont's polyester fiber

DACRON

POLYESTER FIBER



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

serves as headquarters of the Broadway Self-Serve Laundry, which moved from 303 W. Broadway. The business is owned by Albert E. Anderson.

INDIANAPOLIS, IND.—Three new washers have been added to Crown Laundry and Dry Cleaning Company as part of a modernization of the washroom.

SANDWICH, ILL.—Mr. and Mrs. C. W. Walters have opened a self-serve laundry at 216 E. Railroad St.

GARY, IND.—J. I. Saltzstein was installed as president of the Calumet In-

stitute of Laundering, Inc., on January 14. He succeeds Andrew Chapman. Sam Kupperman will serve as vice-president, and Byron R. Crane assumes the duties of treasurer. Ray C. Thomas is the new executive secretary.

CROWN POINT, IND.—New equipment has been added to the laundry of the Crown Point Detention Home.

MARIEMONT, OHIO—William H. Sonderman is the new owner of Colonial Laundry, located on Grace Ave. Mr. Sonderman has been in the industry for 27 years.

LA CROSSE, WIS.—Negotiations have been made for the consolidation of the La Crosse and Modern Laundries. Incorporated in the tentative plan is the sale of La Crosse Laundry and Cleaning Co., 113 Front St., to F. W. Means Co., operator of La Crosse Clean Towel Service, 121 Front St. The LaCrosse-Modern business, to be operated at 212 Fifth Ave., S., will specialize in domestic and household laundering and cleaning. The Front St. plant will handle commercial, institutional and industrial services.

CHAGRIN FALLS, OHIO—After an absence of over a year, C. W. Bonfils is returning to the Falls Laundry, which he operated as president and manager. William Edwards recently purchased the property. He will operate it with Mr. Bonfils as Chagrin Falls Laundry.

TRENTON, MO.—Service Laundry and Dry Cleaners recently installed new equipment. The office of the establishment is also being redecorated.

OLNEY, ILL.—Progress Laundry & Dry Cleaners has opened at 406 E. Main St.

HAMMOND, IND.—Monarch Laundry, 6233 Hohman Ave., has obtained a permit to build a one-story concrete and brick structure to be used as a drive-in for laundry and cleaning customers.

WILMINGTON, OHIO—Remodeled and enlarged, Wilmington Laundry & Dry Cleaners now occupies two buildings on W. Sugartree St. New equipment and facilities were added, and Fred Daugherty, owner of the business, has redecorated the office.

INDIANAPOLIS, IND.—Loss of \$12,000 was estimated after a gas explosion blew out one wall and part of another at Ideal Troy Laundry, 917 Main St.

MADISON, WIS.—A recent laundry blaze routed 100 employees from Quality Service Laundry. Samuel Stein, president, could not estimate the damage immediately, but said that the loss was covered by insurance.

ST. JOSEPH, MICH.—The management and employees of Barlow's Laundry and Dry Cleaners, operating three plants in Benton Harbor, Niles and St. Joseph, were recently honored for working a full year with a minimum of industrial injuries.

CHICAGO, ILL.—Four employees of the Monarch Laundry, 140 W. 111th St., were presented with engraved wrist-watches for 25 years of service during the firm's annual testimonial dinner. Bernard Vllenga, founder and president of Monarch, presented the watches to Cornelius Den Dekker, Thomas Schoustra, Edna Vandermyde and John Modder.



Save! Switch to CAMEO®—the 5-oz. non-congealing starch exclusive with Staley!

Leading laundries everywhere are taking advantage of worthwhile starchroom savings made with CAMEO. Compared with the cost of using an 8-oz. starch, you can starch 2 out of 5 shirts *without cost* by using CAMEO. Fine grained, highly refined CAMEO starch always cooks smooth, lump-free. It penetrates smoothly, thoroughly. CAMEO gives pliability and perfect body that keeps customers pleased. CAMEO is always ready for instant use. No reheating, no lost time cleaning up congealed lots, no waste! Try a drum and discover for yourself the profitable advantages of doing top grade starchwork with CAMEO—the pure corn starch that delivers consistently *better starchwork*.

**Based on the use of 5-oz. Cameo Starch as compared with an 8-oz. starch.*



"Staley is one of the largest producers of laundry starches in the world"

STALEY

Laundry Starches

—for the Finest Finish!

A. E. STALEY MFG. CO., Decatur, Illinois

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*Sure BEEF STEW
is good ...*



*But sometimes
you want ROAST BEEF*

IT'S THE SAME WITH STAINLESS STEEL

During the years that chromium-nickel grades of Allegheny Metal were restricted to essential uses under priorities, we made great strides in the development of alternate stainless grades.

These alternate grades are *good*, mind you! In most cases, you'd never know the difference in looks or performance; and in many cases there's little or no difference in fabricating methods, and a possible advantage in cost. Without doubt, they'll continue to be used in hundreds of applications.

But there are other hundreds of uses where only a chromium-nickel grade of Allegheny Metal will do the job *best* . . . because of unusual strength requirements, perhaps—or the need for exceptional corrosion resistance or for non-magnetic

properties, special fabricating qualities, etc.

Now that all alloy materials have been freed from controls, we can produce *any* grade of stainless steel you may require; and as always, in any shape or form. • Give yourself a competitive edge with Allegheny Metal . . . and let us help you determine the grade that exactly fills the bill. Allegheny Ludlum Steel Corporation, Oliver Building, Pittsburgh 22, Pa.

W & D 4820 B

You can make it **BETTER** with
Allegheny Metal

Warehouse stocks carried by all Ryerson plants



Letters to the Editor

Response to Anniversary Issue

Dear Editor:

The anniversary issue of *The STARCHROOM* went to the country with us the weekend before last and was left behind in our rush to get into New York before the snowstorm got too bad. However, I can't let any more time elapse before writing you and offering my congratulations on a really fine editorial and writing job. Your articles covered the ground—and the long years—with interest and tact. The glowing accounts of Mr. Stritmatter and my father were excellent and you certainly were kind about me.

Where on earth did you get your old headings for departments? The *STARCHROOM* girl was nostalgic as she used to guard the stairs of the Bacharach Press and I used to accuse my father of saying "good morning" and "good night" to her. While I never caught him I'm sure it is true!

The issue must have been a thrill of remembering to some of your old subscribers and a sort of "we have tradition" to the young men in the industry. It gave me a sense of security in the hands that now guide the paper.

REBECCA BACHARACH TREVES
New York, N. Y.

Dear Editor:

Our congratulations on the last issue of the *STARCHROOM LAUNDRY JOURNAL* celebrating your Sixtieth Anniversary.

All of us thought this issue was exceptionally well done and know that a lot of work and study were necessary to make it so readable and interesting.

ALBERT JOHNSON
American Institute of Laundering

Dear Editor:

The December 1953 issue of *STARCHROOM LAUNDRY JOURNAL* is surely intriguing to anyone whose memory of the laundry industry goes back over many years. The L.N.A. Directors' group picture on page 46 taken at the cornerstone laying of the Institute in 1929 particularly interested me because I attended that notable affair. I can well recall the circus tent on the field opposite the

Institute where the sessions were held.

Your December issue is timely for another reason. On February 25 the New Jersey Laundry and Cleaning Institute will celebrate its fiftieth anniversary and its thirty-fifth convention. Many of the illustrations in your December issue would come in most appropriately to dress up my program for that occasion. I would therefore appreciate very much your willingness to let me use them.

HAROLD C. BUCKELEW
Executive Secretary
New Jersey Laundry &
Cleaning Institute

Dear Editor:

Just a note to say "Congratulations!"

I just finished going through the December 15 issue of *STARCHROOM* and want you to know how much I enjoyed it. I've been with the AIL going on 12 years now, but naturally my knowledge of the history of the business is a bit limited. For that reason, I found this last issue extremely interesting and want you to know that I thought it was *exceptionally* well done.

RUSSELL J. ROSE
Department of Production and
Engineering
American Institute of Laundering

Dear Editor:

Just a note complimenting you on your December issue. I thought it was unusually good and found it very interesting.

HERBERT V. HEDEEN
Secretary
Linen Supply Association of America

Dear Editor:

First I want to compliment you on your remarkable article, "The First Sixty Years," in your last issue of *STARCHROOM*.

This article touches me very closely as I was the first superintendent of the AIL in Joliet, Illinois. It brings back old memories to me of J. Clair Stone, Otto Rice, my very good friend Mr. W. E. Fitch, and many others who started me in the laundry business. When I first went to Joliet from Mr. Fitch's plant in La Salle, Illinois, the organizations of both plants pur-

chased by the National Laundry Owners Association were in very bad shape both in equipment and morale. At that time, Mr. Bubbis was director of engineering, Mr. Thomas Walsh was director of accounting, and very shortly thereafter, Dr. Shupp came with us from the Mellon Institute, so all these associations with these men bring back very fond memories.

Later I went with Mr. Frank Porter as superintendent, in Kansas City and was with him for approximately five years when I met with an accident that laid me up for nine months, so I returned East again and went back into civil engineering. My full intentions were to return to Mr. Porter after my complete recovery but unfortunately he had passed on before I was able to go back into the laundry business. Since that time I have worked for three other concerns, one of which was W. C. Conover of Philadelphia, and then decided to open my own plant in 1939 here in Harrisburg.

Reading your article brought back very fond recollections.

W. H. MORRIS
Morris Bachelor Laundry
Harrisburg, Pa.

Percentage Corrected

Dear Editor:

If you are referring to "Davis" in your "Cash In on Credit" editorial, page 6, Item 6, November issue, your conclusions are correct but the percentage is wrong . . . our accounts average from 50 to 52 percent.

W. E. KENNEY, SR.
Vice-President
The Davis Laundry & Cleaning Co.
Cleveland, Ohio

Mr. Davis refers to the editorial in our November 1953 issue. We apologize to him and to our readers for stating that over 85 percent of his business is conducted on a cash-and-carry basis.—EDITOR

Can't Bear To Miss

Dear Editor:

Haven't received my *STARCHROOM* since the November issue, and miss it very much.

How can we forge ahead without the *STARCHROOM* to lead the way?

Would appreciate any help you could give me.

FRED WETLAUFER
Colorado Springs, Colorado

Mr. Wetlaufer's December issue must have been lost in the mail. We sent him another posthaste.—EDITOR

NOW!!!

Cowles ESCOFOS

in a

QUICKLY SOLUBLE form

Cowles ESCOFOS is *now* available from your laundry dealer in a new, quickly soluble form! ESCOFOS is ready to go to work for you *instantly*, whether you apply it directly to the washwheel or add it to your bleach crock. Either way, you'll get fast action!

ESCOFOS has not been changed chemically. ESCOFOS is still the complete soap regenerator, performing all three of these important functions:

- 1) Dissolves the outer films of lime soap.
- 2) Reconverts the inner bed of acid soap to soluble sodium soap.
- 3) Assists the regenerated lime soap and acid soap to pick up and emulsify the redeposited soil.

Use *quickly soluble* ESCOFOS and be sure that your soap regenerator is doing all three jobs!

*New ESCOFOS is packed in
Leverpak drums, 250 lbs. net*



Your Cowles Technical Man will be glad to help set up and maintain easier, faster, safer formulas with new ESCOFOS. Call him today through your Cowles Dealer or write us.

COWLES CHEMICAL COMPANY
7016 EUCLID AVENUE • CLEVELAND 3, OHIO

Cowles

LAUNDRY PRODUCTS

ESCOLITE

Highly efficient laundry detergent and soap builder.

ESCOLLOID

Highly efficient detergent and soap builder for heavy soil.

DRISUDZ

Complete all-purpose laundry detergent.

ESCOFOS

Complete soap and acid soap regenerator.

ESCOL 77

Power detergent for heavy soils—especially soiled white work.

DESOIL

Complete detergent for all types of laundry.

ESCOMO BLUE

Complete detergent for all types of laundry.

SOILSORB

Complete detergent for all types of laundry.

CHLORESO

Complete detergent for all types of laundry.

OLIVESO

Complete detergent for all types of laundry.

ESCO SAVON*

*East of Rockies Only

Yellow soap built with ESCOLITE for hot water washing.

*"Good Washing
Wins
Good Will"*

Rhapsody in Bellew

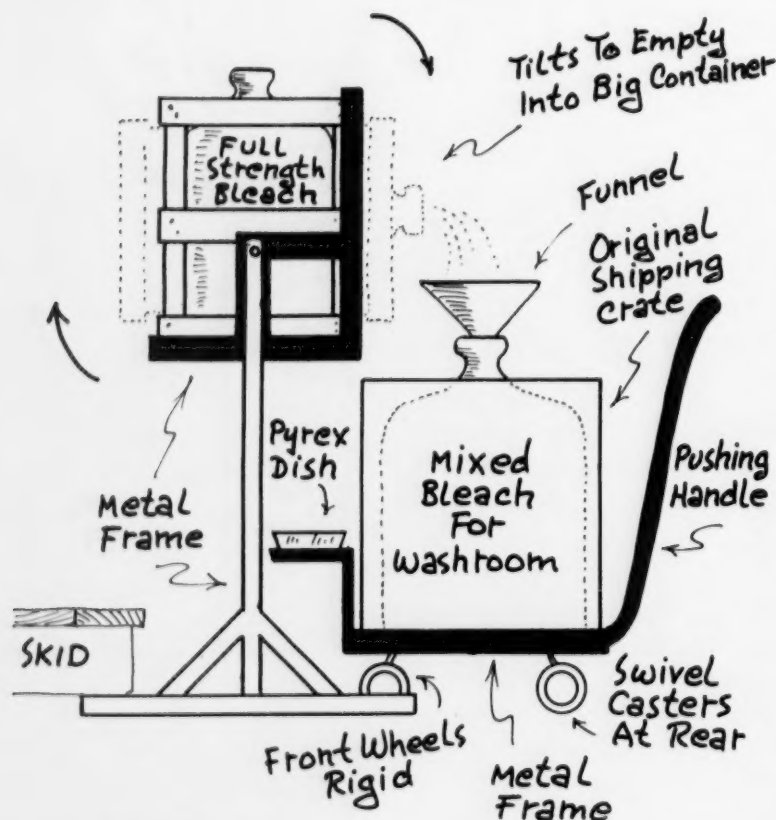
HAD OCCASION to get into Michigan just recently. During the month of January, if you must know. Right now I'm getting bids from my local psychiatrists to determine the extent of my ailment. Summer is the time to travel Michigan, if I'm to believe all the fishermen I met. (*Everybody goes to a cleaners' convention.*)

Michigan is the state where they have only one license plate. It goes on the back. On the front each car has a pedestrian. The only way you can wind up on the other side of any main street is to be born there.

But the launderers are all fast with the welcome mat, believe me. I got some terrific gadgets!

lifted off the skid where it is stored and placed into an angle-iron frame affair which can be tilted over to pour into the funnel of the aforementioned washroom carboy. A hose at this point permits the addition of the necessary amount of water and the washroom carboy is returned quickly to its place.

A wooden skid sets on the framework of the "tilter" contrivance to steady it during use.



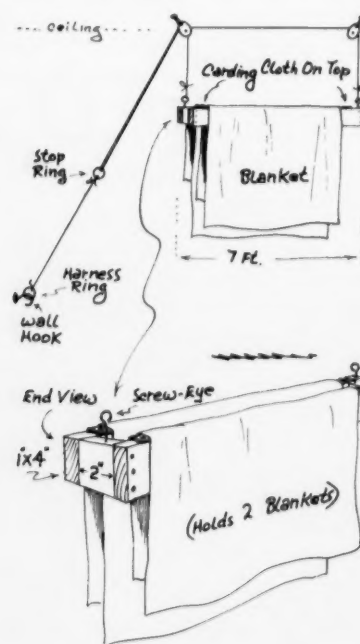
Pouring Bleach From Carboy

At Jack Otte's American Laundry in Grand Rapids, he showed me how they handle their bleach without breaking the usual number of those glass carboys. In the basement where they keep the full-strength bleach, they have a contrivance made of angle iron that allows them to empty out the full-strength bleach carboys without someone having to stand there and hold them during pouring.

The carboy in which they dilute the full-strength bleach for use in the

washroom is left in the original shipping crate. This crate sets in a home-made cart made of heavy angle iron, and equipped with a pushing handle so it can be moved around easily. It is fitted with four casters on the bottom, the front pair rigid and the back pair on swivels. This cart transports the washroom carboy down the elevator to the basement where it is wheeled into position to be refilled from the full-strength containers.

One of the full-strength carboys is



Blanket-Drying Device

A good idea for air-drying blankets comes from American Laundry in Grand Rapids. Jack Otte uses 7-foot lengths of 1-by-4's and strips of carding cloth to hold blankets for drying, in a manner similar to rug drying. Two of the 7-foot lengths of 1-by-4's are made up with 2-inch spacers at each end so each can hold two blankets. Screw eyes at each end in the spacers allow these frames to be hoisted to the ceiling via rope and pulleys for overnight drying. Carding-cloth strips nailed along the top edges of these 1-by-4-inch pieces keep the blankets from slipping off.

The blanket frames are hoisted up in the usual manner except that there are no excess coils of rope at the

WHITER THAN WHITE

With
ULTRA-LITE

The Fluorescent Whitening Sour

PATENT PENDING

you **Save** too!

Save **BLEACH** Reduce the amount of bleach one third, giving fabrics longer life.

Save **BLUE** Blueing can be completely eliminated when you use ULTRA-LITE.

Save **WATER** The high water level in the blueing operation is now unnecessary.

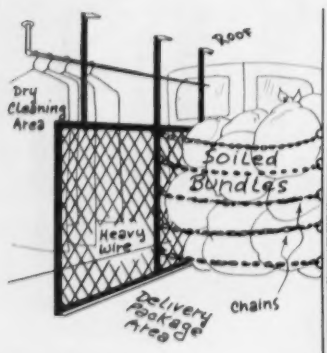
Save **TIME** At least 5 minutes running time from every load.

Consult your Keever Sales-Service Man

MADE BY THE STANDARD CHEMICAL
WORKS A subsidiary of

The Keever Starch Co., Columbus 15, Ohio

anchor point on the wall when the blankets are aloft. Reason for this is that the distance from the pulleys at the ceiling to the anchor point was predetermined, so the hoisting rope just reaches the anchor point on the wall when the blanket frames are in the raised position. An extra length of rope with a harness ring at one end and a snap fastener at the other is used for lowering the blanket frames to the proper position for removing the blankets.



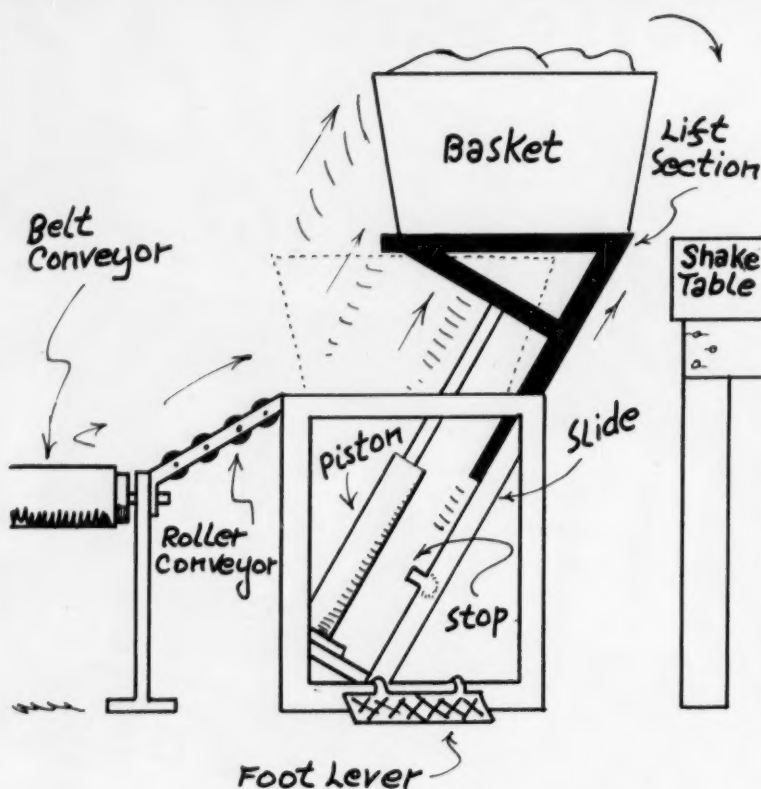
Truck Partitions

Nate Marklevitz, Bert Cole's partner at Cole's Laundry in Grand Rapids, gave me a real tour of that plant. You should see the way their trucks are set up. One side of each truck is partitioned off with heavy metal framework that supports heavy fence wire to protect work on the drycleaning rack from being crushed by the soiled bundles and delivery packages in the rest of the truck space.

In the remaining space between the driver and the back doors of the truck there is no solid partition to separate the finished packages from the soiled bundles. They use instead a half-dozen chains to make a barrier, the same height as the wire fence partition. The chains are fastened permanently to rings in the side of the truck body, while the other ends are fitted with snap fasteners to the wire fence partition for quick removal during loading of the truck.

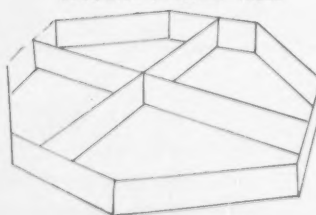
No Lift to Shakeout Tables

At Cole's Laundry in Grand Rapids, Nate Marklevitz showed me a gimmick designed to prevent the necessity for lifting the baskets of flatwork at the shakeout tables. Baskets of flatwork, already removed from the nets, travel on a belt conveyor to the feeders at the flatwork ironers. A short little ramp fitted with half a dozen



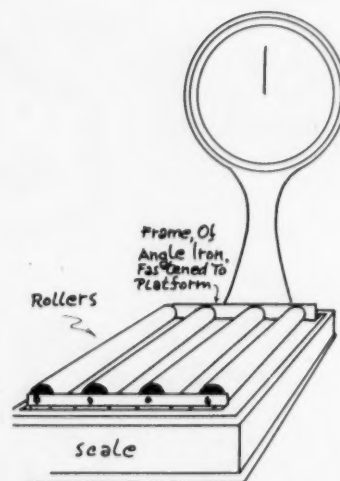
rollers makes it easy for a girl to pull the basket onto a little platform about half as high as the shakeout table. When the girl steps on an air-control pedal, a piston pushes the basket up as high as the table and permits her to tip the contents onto the shakeout table with little effort.

FOUR-SIDE SHAKEOUT TABLE



Four-Part Shakeout Tables

Bob Baxter at the Baxter Laundry in Grand Rapids and his plant manager, George Strain, were most cordial. Bob showed me how they have eliminated a great deal of "down time" at the ironers in the plant, which so often occurs in the event of a run of small bundles. Here the revolving shakeout tables are divided into four compartments instead of the conventional two parts, so that two shakers can continue working, getting four orders ready behind the ironer.



Baskets Roll Off Scales

Another item at the Baxter Laundry in Grand Rapids bears mention. The top of the scales which are used for weighing 8-bushel baskets of commercial flatwork are fitted with conveyor rollers for ease in getting the baskets on and off the scales. A frame made of angle iron is bolted to the platform of the scales, and the rollers ride on these frames. Makes it very easy to slide the heavy baskets on or off.

(Continued on page 56)



Build PROFITS and VOLUME with a Modern, Quick-Service Operation

More and more commercial laundry operators are meeting changing customer demands by adding the profitable quick-service feature to their business. They have found that today's customers want a laundry that's near their home or shopping center, that handles big or small loads and offers one-day service at no extra cost. The handy quick-service laundry answers these demands.

Aggressive commercial laundry operators in adding this profitable feature are using the washer that has secured the confidence of the American housewife through years of superior performance in the home, the Westinghouse Laundromat®. And these operators know that the specially built commercial model

Laundromat will stand the gaff of heavy-duty use.

Further, they are turning to ALD, Inc., for help in starting their quick-service business on an efficient and profitable basis. Our help, covering store layout, financing plans, complete merchandising campaigns and replacement parts service, has no substitute. We will be glad to tell you more about the money-making possibilities of this business and how our assistance can get you started on a sound and profitable basis. There's no obligation.

Complete help in organizing profitable quick-service operations and financing up to 80% on equipment is available from ALD, Inc., authorized distributor for the Westinghouse Laundromat.

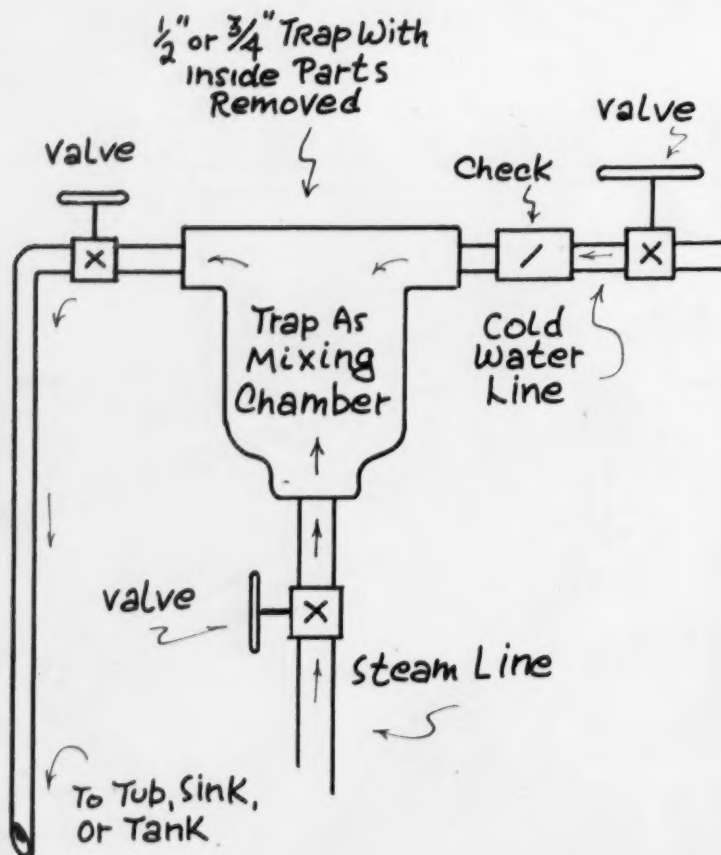


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3549 N. Clark St., Chicago 13, Ill. • 2033 Farrington, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
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Write or Phone! Regardless of Where You Are

• We will contact you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.



(Continued from page 54)

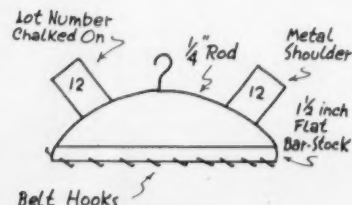
For Warm-Water Supply

Here's a neat stunt for a constant supply of warm water—whether in a sink, tub or wherever—where you use steam for heating it. One operator took all the innards out of a $\frac{3}{4}$ -inch trap and used it for a mixing chamber. Steam enters the trap at the bottom, cold water comes in at the side and is thus heated inside the trap. The

other side is the outlet side and is controlled by a hand valve on the outlet line. As soon as the desired amount of water at the desired temperature is drawn off, the outlet valve is closed. The same temperature water is instantly available later on, since the valves on the cold water and steam lines are left set as they were.

A check between this trap and the hand valve on the cold-water line pre-

vents the steam backing through the cold line. Many operators feel the use of a live-steam hose for heating small amounts of water is one of the most dangerous practices in a plant.



Steady Belt Hanger

Had a real time visiting with Scott Johnson at his fine White House Laundry in Pasadena. (Did I say "visit"?) Never saw so many out-of-town launderers in one plant. So, I had plenty of opportunity to scrounge around his drycleaning department and find some drycleaning gadgets.

Usually a cleaner will hang belts and ties over an ordinary hanger which also serves to separate the lots of finished garments going to the assembler. Scott's drycleaning foreman got tired of this since the belts would eventually slide over to one side and cause the hanger to hang out of level, thus hitting various obstructions as the lot was pushed along the slick-rails. So, he made a better carrier out of $\frac{1}{4}$ -inch rod, welded to a crosspiece made of heavy flat bar with belthooks sticking out on both sides. Even if a dozen belts are hung on one end of this heavy hanger, it will ride level.

Next move is to weld small metal plates on to the things that will stick up above the other garments. These plates will be painted with blackboard slating so the lot numbers can be chalked on. Calls it a "visible lot divider." □□

LAUNDRY BUSINESS TRENDS

New York

Dec. 19—3.1% less than last year
Dec. 26—1.2% more than last year
Jan. 2—figures not available
Jan. 9—1.3% more than last year

M. R. Weiser & Co., New York

New Jersey

Dec. 19—2.6% less than last year
Dec. 26—1.1% less than last year
Jan. 2—figures not available
Jan. 9—2.4% less than last year

M. R. Weiser & Co., New York

New England

Dec. 19—7.4% more than last year
Dec. 26—3.7% more than last year
Jan. 2—figures not available
Jan. 9—figures not available

Carruthers & Co., Boston

Southeast

Nov.—2% less than last year

J. R. Wilson & Co., Atlanta



Leonard Arkiss,
General Manager of the Leader Laundry says:



**"Swift's soaps do a better job...
and cost me less doing it than
any other soap I've used!"**

● Mr. Arkiss' comments are typical of the expression of many long time users of Swift's Soaps. Mr. Arkiss, who is manager of the well known LEADER LAUNDRY in Chicago, Illinois, goes on to say, "We use a lot of soap in processing 220,000 pounds of family wash per week and our customers compliment us on the fresh, clean bundles we deliver."

Mr. Arkiss knows that Swift's soaps do a better wash job and are less expensive to use because they go further . . . and he uses three types. In Swift's line there is a soap for every laundry need. Neutral soaps or built soaps to suit your preference . . . and they're available from 375 distribution points throughout the U.S. and Canada.

There's only one sure way to find out what Swift's soaps will do for you and that's a trial in your own washroom. Call or write Swift & Company for more complete information.



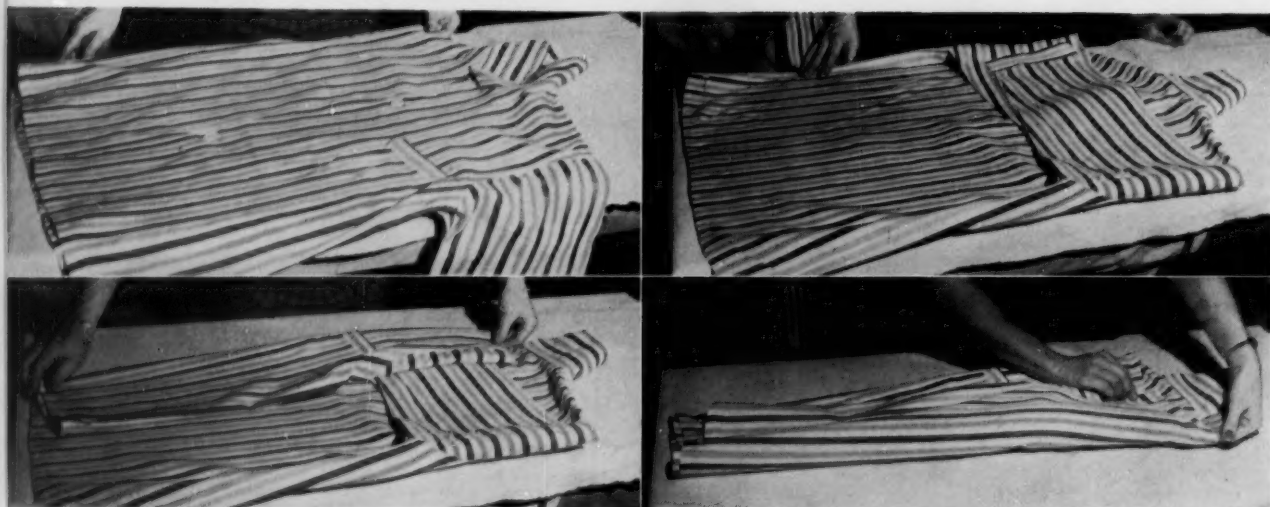
**Another of Swift's
products for industry**

SWIFT & COMPANY
Industrial Soap Department
U.S. Yards • Chicago 9, Illinois

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Starchroom's Laundry Primer

Part XXIV



IN FOLDING PAJAMA COATS (left to right, top), first and third buttons are buttoned; sleeves are folded straight across back. Above: Near side of body is folded; then far side. Note position of hands in last two steps

How To Train Wearing Apparel Operators (Continued)

By MARGRET M. RESCHETAR

THE PROPER FOLDING of pajamas is just as much a part of producing a high-quality finishing job as the actual pressing. As in the folding of other articles of wearing apparel, attention must be given to details.

Let's discuss the folding of pajama coats first. Here is how we tell our operator to proceed:

1. Button the first and third but-

tons of the pajama coat. Do not turn the collar down. Leave it up and *be sure it lies flat*.

2. Turn the coat face down and straighten it out. Take the near sleeve and fold it straight across the back of the coat. The edge of the cuff should not extend farther than the seam of the far shoulder.

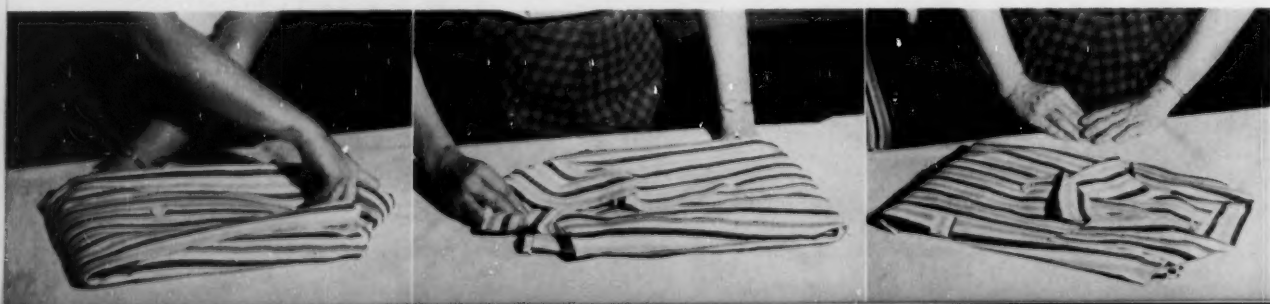
3. Take hold of the far sleeve and

fold it straight across the back of the coat.

4. To fold the body of the coat, place the left hand palm up between the collar and the near seam. The index finger should be nearest the collar. Take hold of the side of the coat with the right hand half way between the shoulder and the center and bring it to the center of the back of the coat. Then move the right hand to the bottom of the coat and bring the lower half over to the center of the coat, keeping the left hand in its original position at the shoulder.

5. Fold the far side of the coat in the same manner. This time the fifth finger of the left hand is nearest the collar. (The position of the fingers between the seams and the collar is important inasmuch as they provide a guide to insure an even fold on both sides.) Grasp the far side of the coat with the right hand half way between the shoulder and the center. Move this side of the coat to the center of the back of the coat. Then move the right hand to the bottom of the coat and bring the lower half over to the center of the coat, keeping the left

BOTTOM OF COAT is folded by bringing lower portion up to collar (left) and flipping coat over (center). Completely folded pajama coat is shown at the right



BUILD YOUR PROFITS FASTER

with

Bill Glover

25 and 60 Lb.

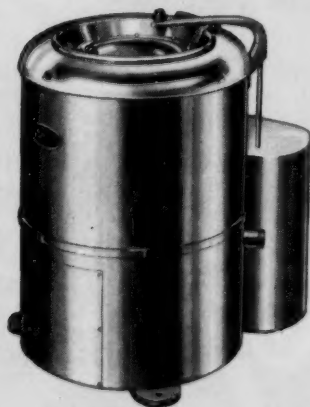
OPEN-END WASHERS

**Here's Heavy-Duty
Design and Construction
for Continuous Performance
and Long Service Life**

- **OUTSTANDING WASHING ACTION.**
Equal reverse prevents tangling.
- **PRODUCES finest work.**
- **SAVES water and heater costs.**
- **FIRST WITH LARGE LOADING DOOR.**
Diameter, 18 inches; Area, 255 square inches.
- **DURABILITY** for years of trouble-free service.
- **QUALITY COMPONENTS.** Look at picture bottom right of the page. See for yourself how both the 25 and 60 lb. washers were designed even bigger and better than your own specifications.

MEETS ALL U. S. GOVERNMENT REGULATIONS,
STATE AND CITY SAFETY CODES

Bill Glover EXTRACTORS



Bill Glover Extractors are engineered for safety . . . with all the power necessary for thorough removal of water and solvent from the work. Stainless steel . . . full vision top . . . self-balancing or standard basket mounting. Sizes: 20" and 26". Insure economical initial cost . . . reasonable maintenance . . . long service life with a Bill Glover Extractor in your plant.



NOW With Automatic
SUPPLY FEEDER

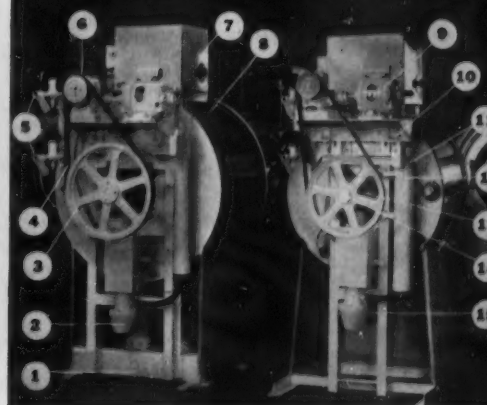
OPTIONAL



Sensational Bill Glover AUTO-TROL

Here is the most flexible and practical automatic formula control ever designed and built. Gives your washer a mind of its own! Anyone can use it to change formula to any need. Comes with three standard formulas for whites . . . colors . . . blankets. But you can easily adjust for special formulas. Changes from manual to automatic with the flick of a switch.

60 and 25 Lb. CAPACITIES

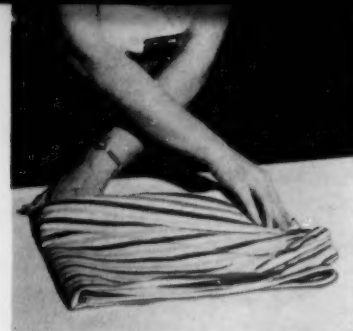
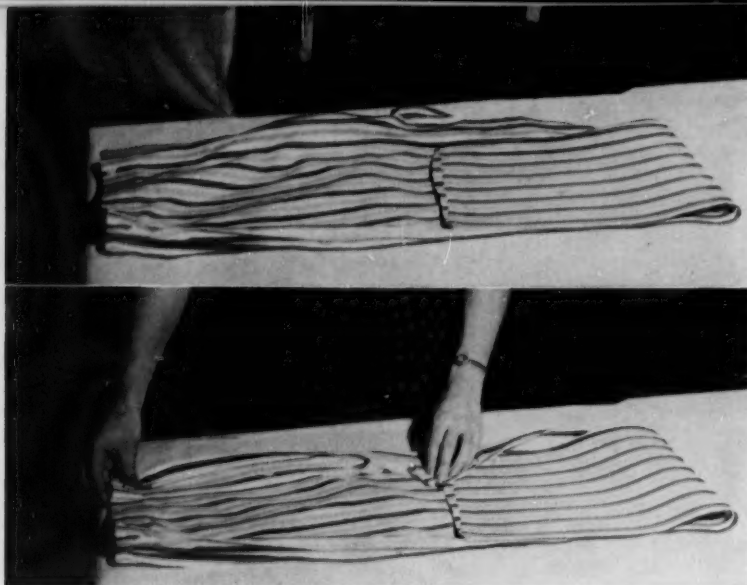


1. Heavy Steel Base.
2. Auto Electric Dump Valve with Manual Control.
3. Pulleys—largest used on any washer—guarantees traction.
4. One Belt for 25 lb.; Two Belts for 60 lb.
5. Auto Electric Hot and Cold Fill Valves.
6. Geared Speed Reducer.
7. Top Mounting of Electrical Equipment.
8. Stainless Steel Shell, Cylinder and Base.
9. Reversing Motor.
10. Easy Belt Adjustment.
11. Belt Guard Enclosing All Moving Parts, Not Shown.
12. Auto High-Low Water Level Control.
13. Water Seal requires no adjustment or lubrication.
14. 10,000 lb. water-proofed Seal-Master Ball Shaft Bearings.
15. Pin Trap protects dump drive.

SEE YOUR
JOBBER

Bill Glover, Inc.
5204 Truman Road Kansas City 27, Mo.

30 YEARS
OF EXPERIENCE



IN FOLDING PANTS they are first folded in half lengthwise, then cuffs brought up to crotch (left above). Then wide portion is folded over to make same width (left) and top portion folded to left to complete fold (above)

hand in its original position at the shoulder.

6. Take hold of the bottom of the coat with the right hand. Place the left hand at the far side in the center of the coat. Move the lower portion of the coat toward the collar with the right hand and, as you do so, move the left hand toward you. When your left hand reaches the near side of the coat *keep it in this position*. When the right hand reaches the collar, extend the index finger to grasp the collar.

7. After grasping the collar with the right index finger, and with the

left hand still in the position described above at the near side of the coat, flip the coat over. It is now face up.

8. Turn the collar down to complete the fold.

Folding pajama pants

Here is how we tell our operator to proceed with the pants:

1. Fold the pajama pants in half and place them lengthwise on the table. The opening of the pants is now nearest you. Be sure the far edges of the legs are placed directly on top of each other.

2. Grasp the cuffs of the pants in the left hand and move them toward the right. Stop when you reach the widest point of the crotch of the pants. Be sure that the four edges on the far side are directly on top of each other.

3. You will notice that at this point the trouser portion of the pants is narrow and the top is wide. To make them the same width, grasp the wide portion and move it forward, the top of the pajamas in the right hand, the crotch in the left. Now the pants are the same width from top to bottom. Take hold of the top of the pants in the right hand. The left hand hasn't moved from its last position.

4. Move the top portion of the pants to the left and complete the fold. □□

Consolidated Management Forum

"Make Sales Soar in '54" was the theme of the fifth annual management forum of Consolidated Laundries, New York, which was held at the Hotel Roosevelt on January 15 and 16.

President Murray Cohen's opening message centered on the sales theme and the contributions to greater sales that can be made by all employees. In reviewing the business history of Consolidated from the time Mr. Weinstein, chairman of the board of directors, and Mr. Cohen took over, Treasurer Joseph Weiss told the story of the company's growth. The company's legal counsel, Jacob Landau, stressed the constant need for progressing with the times in all Consolidated operations.

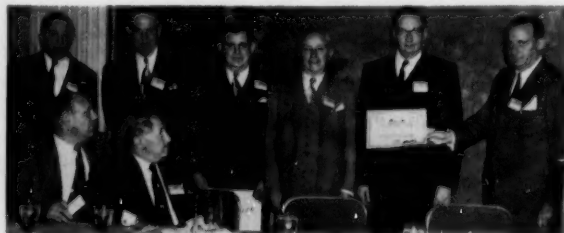
Following these short addresses, W. B. Dean, secretary, presided over an informal meeting that featured discussions on customer relations, personnel relations, sales promotion, plant and equipment maintenance and incentives.

For the second year, a special feature of the forum was the presentation of stock certificates for 10 shares of Consolidated Laundries stock to five employees who have served for at least 40 years. Special service certificates and pins were awarded to 10 employees who have served 35 years. There were also forty 25-year veterans who either received certificates at the forum or at special plant ceremonies.

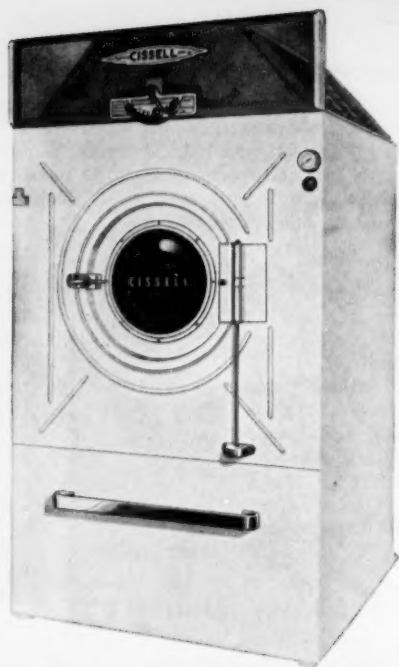
At the Saturday meeting Mr. Dean presented new supervisory personnel who had been promoted during 1953. Mr.

Dean stressed the importance of the forum by indicating that individual participation, review of ideas and methods and its social contact help make Consolidated a "family" operation.

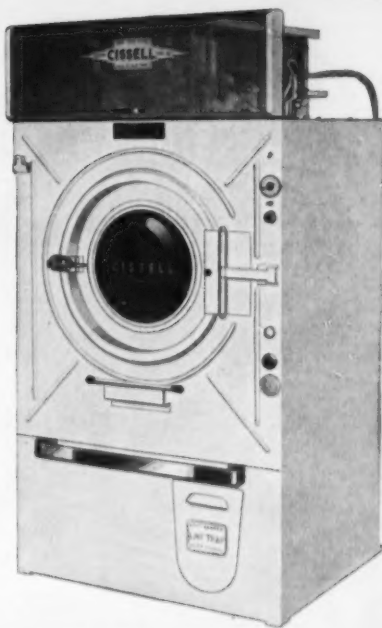
Returning to the keynote of the forum, Herbert H. Hyman, the company's advertising and sales promotion manager, presented a cross-section of the entire sales picture. He indicated that all employees have an important hand in building sales, but that the front man—the salesman—who is primarily concerned with securing the contract itself, must conform to specified standards.



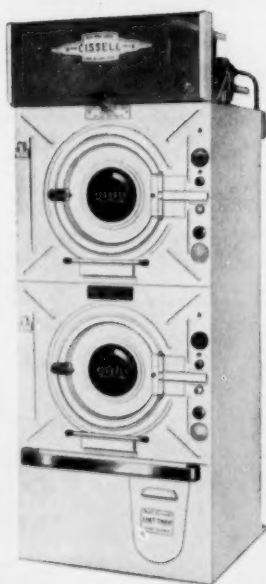
TEN SHARES of stock were awarded to each of five old-timers by Consolidated's president, Murray Cohen (right). Recipients were, left to right, standing: John R. Goggin, Louis Baunach, Jacob Miller, Joseph Weiss and Robert F. Smack



42" x 42" DRYCLEANING TUMBLER
 Steam-Heated with Thermometer and Reversing or
 Non-Reversing Basket
Also, 42" x 42" LAUNDRY TUMBLER
 Steam-Heated with Thermometer and Reversing or
 Non-Reversing Basket



36" x 30" LAUNDRY TUMBLER
 Gas-Fired or Steam-Heated with Time & Temp. Control
 or with Bell Alarm Only
Also, 36" x 30" DRYCLEANING TUMBLER
 Steam-Heated with Bell Alarm and Thermometer



TWIN LAUNDRY TUMBLER
 Gas-Fired or Steam-Heated with Time &
 Temp. Control or with Bell Alarm Only

*you'll make the
 right choice with*

**CISSELL
 TUMBLERS**
 LAUNDRY
 or
 DRYCLEANING

STURDY, designed simply . . .
 ANY PART CAN BE REPLACED
 IN LESS THAN 15 MINUTES.
 Separate motors for fans and
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LSAA Convention Plans

Arthur R. Chambers, president of the Linen Supply Association of America, has announced the appointment of committee chairmen for the association's forty-second annual convention and exhibit. It is scheduled to be held at the Edgewater Beach Hotel, Chicago, April 29, 30 and May 1.

George R. Steiner, American Linen Supply Company, is general convention chairman. Chairman of the program committee is W. C. Graham, Morgan Linen Service, Inc. Charles L. Arentsen, Great Lakes Linen Supply Company, will serve as the chairman of the men's reception committee, and Mrs. Robert B. Hartless is the chairman of the ladies' reception committee.

Over 800 people are expected to attend the meeting, which will feature a series of 12 workshop sessions on the following topics: linen conservation; efficient routing; material handling and plant layout; selection and training of salesmen; sales production policies; production standards; management organization; employee communication, selection, training; cost accounting.

Michigan Elects Board

The annual meeting of the Michigan and Detroit Institutes of Laundering was recently held jointly in Detroit. Board meetings took up the afternoon and a banquet provided festivities for the evening.

The following members will serve on the 1954 board of directors for the Michigan Institute: Leigh B. Hudson, Hudson's Launderers & Cleaners, Bay City, president; Sidney Paup, Kyer Laundry, Ann Arbor, vice-president; W. H. Balkwill, Detroit, secretary-treasurer.

Also, Ernest R. Baker, Queen Quality Laundry, Detroit; James Robertson, Robertson's Laundry, Sault Ste. Marie; Lester Lapides, Quality Laundry & Dry Cleaning Company, Detroit; C. S. Lantz, Pilgrim Laundry & Dry Cleaning Company, Detroit; Joseph Conley, Modern Laundry Company, Jackson, and Nathan Dalitz, Varsity Laundry, Ann Arbor.

Baltimore Elects Officers



At a recent meeting of the Laundry-Dry Cleaning Institute of Baltimore, Inc., Edmund J. Rosendale, Home Laundry, was chosen president. He is shown (center of photo above) accepting the gavel from the retiring president, Edward W. Cooper of Fulton-Grand Laundry. Looking on is George Y. Klinefelter, Elite Laundry, the new vice-president. Arch E. Houstle, Jr., Fulton Laundry, was reelected treasurer. Directors are: Mr. Cooper; G. Howard Dawson, Archer Laundry; George K. Mueller, Jewel Laundry, and William S. Stair, Up-To-Date Laundry. James M. Shea, Jr., is executive secretary of the Institute.

Maryland's governor, Theodore R. McKeldin, has honored the Institute with a Certificate of Appreciation for the

group's program to promote traffic safety. Under the Institute's safety program, 200 route salesmen last year received certificates of merit for completing 12 months of daily driving through the streets of Baltimore without an accident.

North Carolina Names Dodge



FRED DODGE

The officers and directors of the North Carolina Association of Launderers and Cleaners, Inc., have selected Fred Dodge of Raleigh as executive secretary, according to Robert E. Kizer, president.

Mr. Dodge, who assumed his duties on February 1, has had several years of trade association work in North Carolina, preceded by a career in advertising and public relations. He was formerly associated with N. W. Ayer & Son and Ward Wheelock, advertising agencies in Philadelphia, and with Batton, Barton, Durstine & Osborn in New York.

tising agencies in Philadelphia, and with Batton, Barton, Durstine & Osborn in New York.

Training Query Prepared

With the aim of presenting an education and training program that is really "tailor made" for the laundry industry, the American Institute of Laundering has prepared a questionnaire to send to laundryowners throughout the country.

According to Cecil H. Lanham, director of education at AIL, cooperation of laundryowners in completing the query is sought so that AIL can determine the need for future courses and the subjects to be offered in its laundry training and education program.

"Laundrymen everywhere have told us the school is a 'must' for the industry," Mr. Lanham revealed. "Nevertheless, AIL was forced to cancel its last scheduled semester of the School of Management course because of lack of enrolment. We have developed this questionnaire to learn if there are any ways in which we can improve the content of the individual courses as well as our entire program, so that we may continue to provide the laundry industry with future leaders."

Crittenberger Resigns

J. D. Crittenberger has resigned as executive secretary of the Indiana Drycleaning and Laundry Institute, effective December 31, 1953. The Board of directors has decided to eliminate the expense of a paid executive secretary and office and is installing, instead, a plantowner as secretary-treasurer who will operate from his own office.

Mr. Crittenberger will continue his work as secretary-treasurer of the Indianapolis Cleaners and Launderers Club.

E. R. Clark Joins NID

Dr. E. R. Clark, for many years research director of U. S. Hoffman Machinery Corporation, has joined the research staff of the National Institute of Drycleaning, Silver Spring, Md., as chemical engineer. Dr. Clark, who is a fellow of the Mellon Institute of Industrial Research, Pittsburgh, is responsible for the development of 140F solvent and 140F drycleaning equipment and also for the introduction of packaged drycleaning units.



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Cleaning Section

*By investing \$75,000 in building alterations
and equipment Dupont Laundry plans to move*

\$6,000 in Drycleaning Sales Weekly Through 2,500 Square Feet of Floor Space

By JAMES A. BARNES

COMPACT IS THE WORD for the new drycleaning department opened last October by Dupont Laundry in Washington, D. C. Because zoning restrictions prohibited construction on an adjoining lot, the management was forced to design a plant which could fit into the 2,500 square feet of floor space at the rear of the laundry used as its garage. The result is a streamlined layout, utilizing productive equipment of the latest design and scheduled to produce a weekly sales volume in excess of \$2 per square foot of productive floor space at a base price of \$1.15 this year.

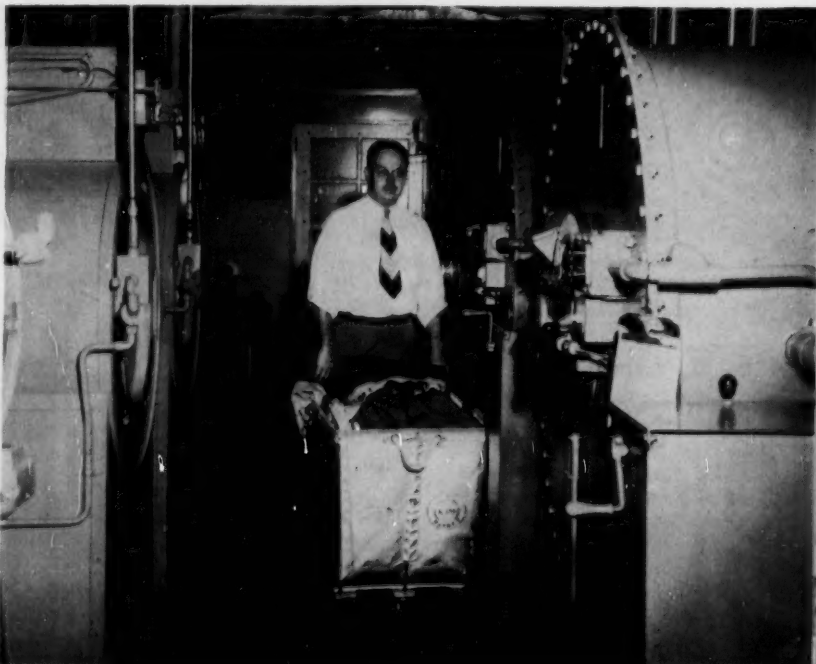
Garment storage space was not a problem at Dupont because the firm had accepted drycleaning for years from its 14 routes and call office at the plant. The work was farmed out to a local wholesaler and never accounted for more than 21 percent of total sales. In planning Dupont's own productive facilities, a goal of 33 percent was set. The problem was how to lay out the equipment within the confines of the garage space so that a weekly volume of \$5,000 to \$6,000 could be handled smoothly. Because it is a problem similar to that faced by many laundryowners today, the

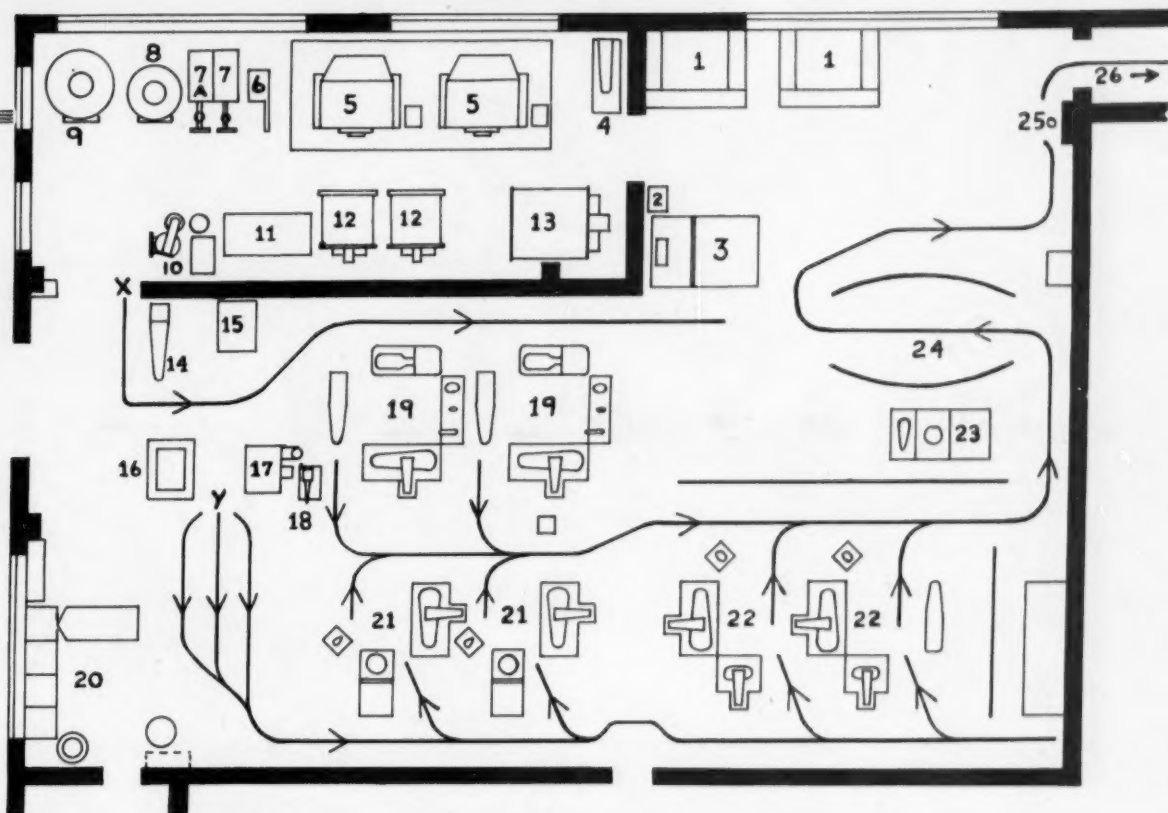
way Dupont solved it is of timely interest.

When garments are accepted by a route salesman from the customer they are placed in a canvas bag. Upon arrival back at the plant the bags are

placed in hampers which are rolled to the two hopper-type marking tables. Here the girl removes the garments from the bags, marks them with permanent fabric tags and sorts silks into one hamper, wools into another. Cuffs

CLEANING ROOM measures 36 by 15 feet. Superintendent Preston Payne stands in 3-foot aisle between washer-extractors (right) and tumblers (left)





Layout and workflow of Dupont's new drycleaning plant. Units are numbered as follows:

- | | | |
|--|-------------------------------------|--------------------------------------|
| 1. Two hopper-type marking tables | 8. 5,000 g.p.h. rinse filter | 18. Tie press |
| 2. Cuff brusher | 9. 10,000 g.p.h. wash filter | 19. Two silk finishing units |
| 3. Floor-level platform scale | 10. 75 g.p.h. vacuum still | 20. Wetcleaning department |
| 4. Prespotting tub | 11. Dry cabinet for silks | 21. Two coat finishing units |
| 5. Two 100-pound washer-extractors | 12. Two 45-pound dry tumblers | 22. Two pants finishing units |
| 6. Service pump from supply tank | 13. 100-pound dry tumbler | 23. Repair department |
| 7. 6,000 g.p.h. circulating pump for rinse solvent | 14. Silk spotting board | 24. Assembly area |
| 7A. 6,000 g.p.h. circulating pump for wash solvent | 15. Dry cabinet for silks | 25. Bagging station |
| | 16. Wool spotting board | 26. Slickrail to delivery department |
| | 17. Two-section wool drying tumbler | |

Workflow code: Silks are carried on hangers from dry cabinet (No. 11) to slickrail at Point X. Wools are taken in hampers from tumblers (Nos. 12 and 13) to Point Y. From Points X and Y all work goes through the plant on slickrails as indicated by the arrows

and pockets are brushed by machine and the hampers are rolled across the floor-level platform scale into the compact 36-by-15-foot cleaning room.

The two 100-pound open-end washer-extractors are operated on a 4 percent soap charge and are equipped with hygrometers for measuring the relative humidity of the solvent. The washer-extractors are set side by side along one wall and face two 45-pound drying tumblers which are set against the opposite wall. The space between the two lines of equipment measures three feet. Thus it is a simple matter to separate wools by color as they come from the washer, after extracting, and transfer them to the tumblers with a minimum of effort and motion. Additional wool-drying capacity is provided by a 100-pound tumbler set at right angles to, and across from, the washer-extractors (see sketch).

No silks, knits or fragile fabrics are tumbled. All go from the washer-extractor to the drying cabinet, set next to the tumblers, where they are hung on individual hangers for drying. The management has found this to be a definite contribution to the high standard of quality which they have established.

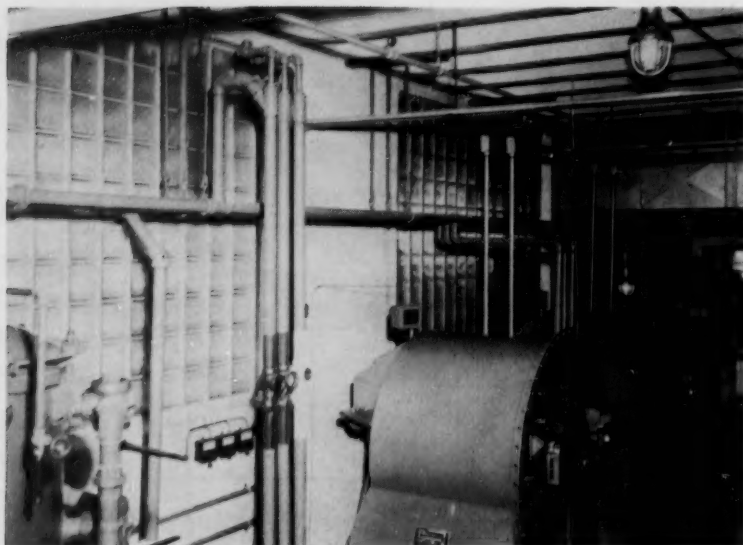
The cleaning room is as neat as a pin. All drain lines and suction lines, as well as the soap, solvent-storage and rinse-solvent tanks, are underground. This feature makes the house-keeping chores easier by minimizing the number of pipes and pieces of equipment in the cleaning room which serve as lint and dust collectors. It also contributes to the primary goal of maximum utilization of working space.

In laying out the finishing room the management adopted many ideas ad-

vocated by the National Institute of Drycleaning. Among these are the practice of hanging all garments after cleaning, through-the-unit finishing, the raised-platform repair unit and the split-rail assembly station.

Silks are removed on their hangers from the cabinet drier by the dry-cleaner who takes but a few steps to hang them on the silk-finishing supply line at the silk spotter's station just outside the cleaning room door (point X on the sketch). He unloads wools from the tumblers into hampers and rolls them to the wool spotter's station (point Y on the sketch).

From these two points on, all garments are conveyed through the plant on slickrails; another feature which has contributed to maximum utilization of the limited space. No garments are ever laid on a table (indeed, there is only one table in the entire plant)



NEAT PIPING and wiring arrangement, glass-brick windows, overhead sprinkler system and explosion-proof lighting fixtures contribute to safety, cleanliness and ease of maintenance in the cleaning room

and the absence of hampers in the cleaning room eliminates cluttered floors, blocked aisles, etc.

After the wool finisher removes a garment from the hamper and completes the spotting operation, she hangs it on a "banana-tree" hanger on a three-section slickrail to her left. The slickrail, designed by superin-

tendent Preston Payne, permits automatic sorting of garments according to the type of finishing unit which is to receive them. One section of the rail is used only for coats, the second is for pants and the third for household furnishings. When a finisher calls for more work, a hanger of the required type of garments is quickly

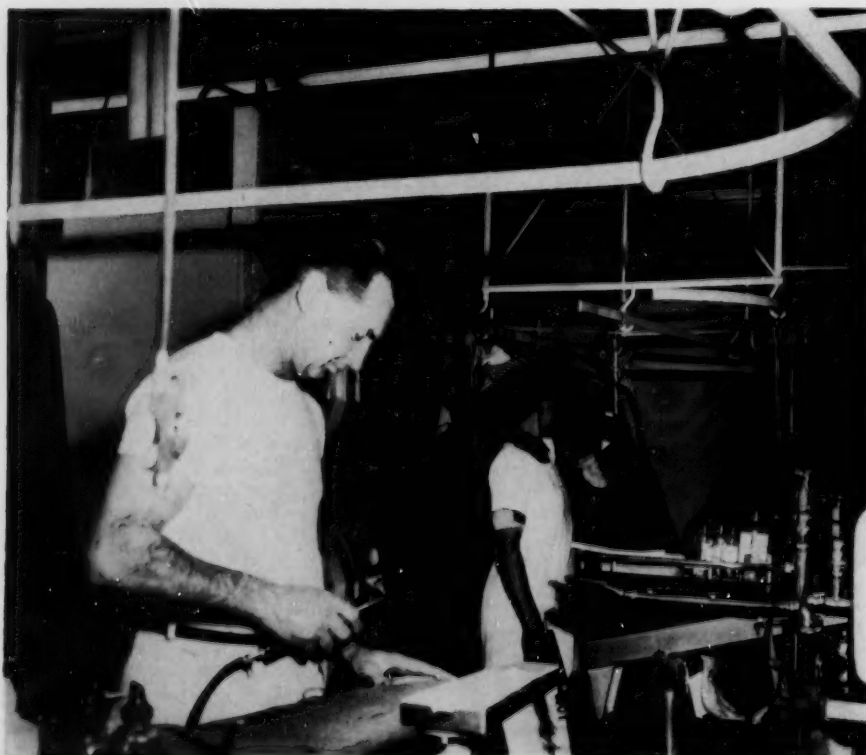
brought down the supply line from the proper section of this rail.

Each of the two coat-finishing units consists of a 42-inch air-driven press, a shoulder type puff iron and a steam-air finisher. Each of the two pants-finishing units contains a mushroom air-driven press, 42-inch air-driven press and an oval-shaped puff iron. One of the latter units is equipped with a hand touch-up board and solenoid-valve steam iron for finishing sport shirts. The wool supply line runs along the wall side of these units with individual feeder lines running from the supply line to each unit. Inspection lines lead from the opposite side of each unit to the finished-garment line which runs down the center of the room.

Each of the two silk-finishing units consists of a bag sleever, set of three puff irons, 45-inch air-driven press and hand touch-up board with solenoid-valve steam iron. The silk supply line runs along the wall side of the units and inspection lines lead from each unit to the finished-garment line used in common with the wools.

The roving inspector

The plant operates on a piecework incentive plan. A roving inspector scores the production coming from each unit as she checks the work for



SILK SPOTTER in foreground stands below slickrail which supplies silk finishers. Wool spotter (center) stands beneath three-section slickrail equipped with "banana tree" hangers. From these two stations all garments are carried through plant on slickrails

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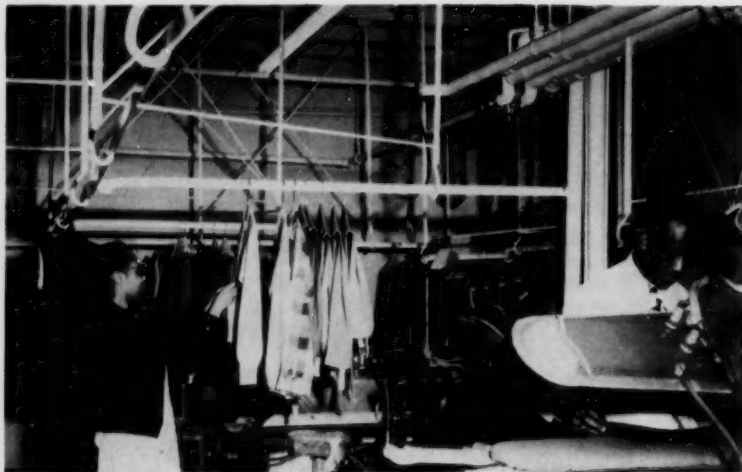
quality on each inspection line. Here one of the primary advantages of the through-the-unit system of finishing is apparent. The inspector is able to exercise stringent control over the quality of the work. Responsibility is immediately fixed because she simply returns to the operator, from her own inspection line, the garment in question.

The inspector also places any garments requiring mending or repairs on the line leading to the platform-type repair station, hanging all other work on the finished-garment line for delivery to the split-section assembly station. Only the inspector is permitted to remove garments from the inspection lines; a further step in delegating authority and fixing responsibility in the organization.

Garments leaving the assembly station continue on the slickrail to the bagging station and on to the delivery room by conveyor.

Dupont's household equipment has not yet been installed. It will consist of a 20-by-52-inch air-driven press for draperies and furniture covers, a 21-inch flat air-driven mushroom press and a bag-type finisher for cushion covers. This equipment will be placed in the area now occupied by the wrapping table used for boxing knits and sweaters. When it is in operation the new department will be completed.

John Witherspoon, Dupont's gen-



ROVING INSPECTOR is standing at one of wool-finishing inspection points. She checks garments for quality, counts pieces for production incentive score, and places them on line leading to assembly (above her head) or repair line (out of picture to the left)

eral manager, frankly states that many friends have expressed doubt that he can produce \$6,000 weekly sales from the new operation. However, he points out that he had a high week of \$3,614 in December, at a time when he was hampered by the industry-wide seasonal slump.

Total number of employees is 14 and productive labor costs (including supervisor's salary) is 31 percent of sales. In the face of two three-day holiday weekends and the general

turmoil of getting people trained and the new venture under way, he doesn't think that's bad at all.

Mr. Witherspoon confidently expects to get that cost down between 20 and 22 percent as his people become better trained, the household equipment gets into operation and his push for sales this spring begins to bear fruit. Then he thinks the company's outlay of \$75,000 for the extensive remodeling of the building, purchase and installation of equipment will be amply justified. □ □



REPAIR GIRL, seated on raised platform, can easily reach garments on repair line without getting out of her chair

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Engineering Section

How To Improve

Compressor Performance

By JOSEPH C. McCABE

Engineering Editor

THE PROPER COMPRESSOR, big enough for the job you give it (Figs. 1, 2, 3 and 4) and correctly cooled, should give long years of relatively trouble-free operation. When it doesn't, the best place to start checking is the compressor location and its attendant piping. Intake is vital to good compressor performance.

Location: Intake can be inside the plant, but an outside location is preferred. Clean, cool air is ideal. Air contaminated with dust, fumes or moisture may reach the compressor cylinder, causing lubrication breakdown and excessive parts wear. The

cooler the air the better, because it takes more energy to compress warm air for a given weight. Also, for every 5-degree reduction in intake air temperature, there is an actual compressor capacity gain of 1 percent.

The best outdoor locations for intake are:

1. Locate the filter far enough from steam, water, dust, fumes or other wastes that nearby vents may discharge.
2. Locate the intake on the shady or cool side of the plant. Place it at ground level rather than over a roof where air may be 5-10 degrees hotter.
3. Do not locate intake openings

of reciprocating compressors alongside weak walls, windows, etc. Pulsations immediately surrounding the intake may rattle windows, harm weak walls. Locate all filters several feet from any wall to prevent entry of abrasive particles generated by vibrations, etc.

You may not find a clean atmosphere. Then determine what the atmosphere extremes could be and select the filter that does the best job. Schedule regular inspection and cleaning. Just installing the filter is not enough.

Piping: Improper piping causes undue turbulence and pressure losses, and allows foreign particles to enter compressor cylinders. Keep piping as short as possible. Don't have sharp turns for changed direction. Use material that stands up for your service.

Here are recommendations for good piping performance:

1. Install moisture drain (Fig. 2). Arrange piping so moisture drains off before it reaches the cylinder.
2. Never run intake lines near steam or hot water lines. Otherwise, radiating heat from the steam line raises intake-air temperature, lowers efficiency.
3. Intake-pipe diameter must equal or be larger than the connection on the cylinder—never less than 25 percent of the piston area. Increase it 1 inch in diameter for every 10 feet. Low intake-pipe velocity (not exceeding 1,200 feet per minute) reduces friction, pressure losses, air pulsations.
4. Intake pipe should be as short and direct as possible. Use long-radius elbows where bends are needed to insure even flow.
5. Where one intake pipe or duct serves more than one compressor, make the cross-section area of the

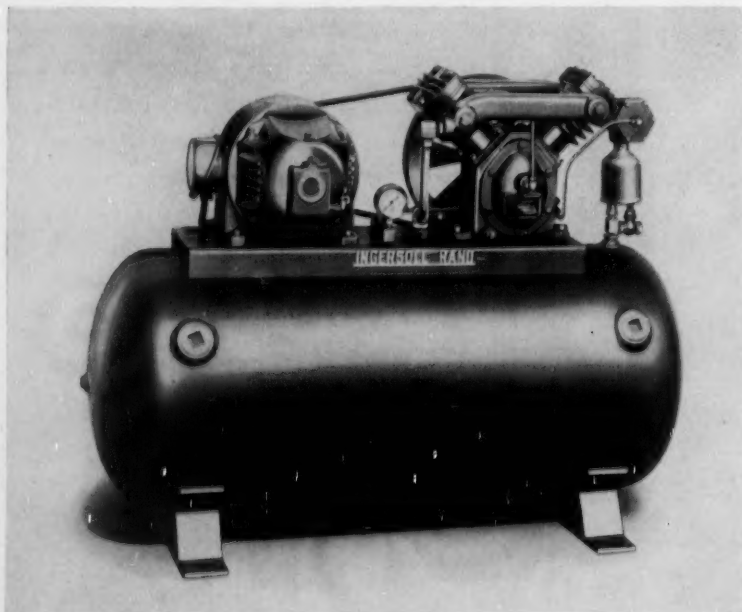


FIG. 1. Straightforward two-cylinder air compressor profits from clean air supply, regular lubrication in recommended way

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BOTTOM INLET—
TOP OUTLET



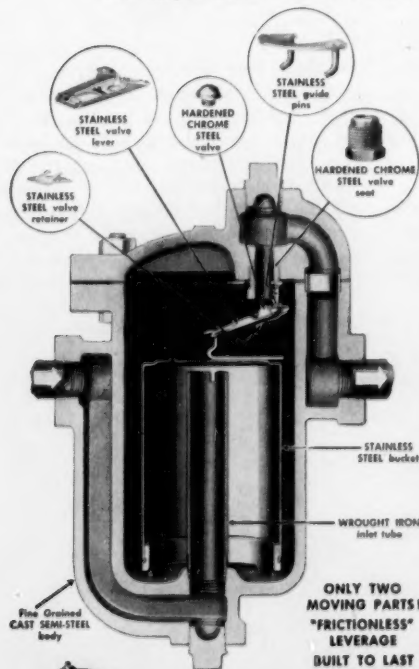
SIDE INLET—
SIDE OUTLET



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CONNECTIONS



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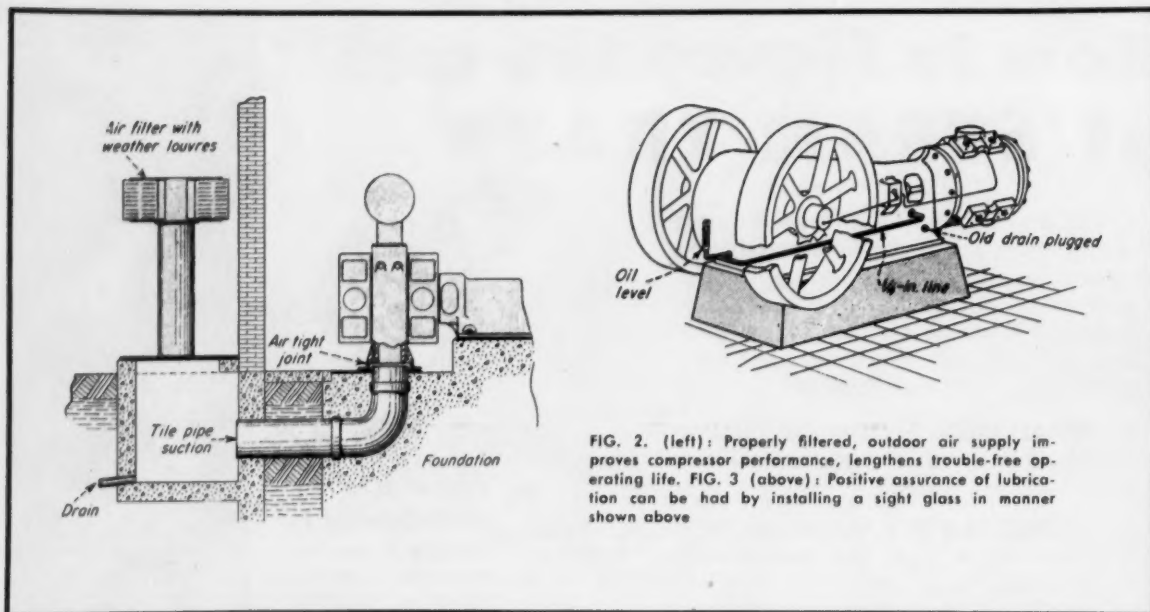


FIG. 2. (left): Properly filtered, outdoor air supply improves compressor performance, lengthens trouble-free operating life. FIG. 3 (above): Positive assurance of lubrication can be had by installing a sight glass in manner shown above

main duct at least as large (preferably larger) as the combined areas of all individual intake pipes. Avoid sharp corners in branching from the main pipe.

6. Use cast-iron, black or galvanized steel, or other material that won't crack and permit entry of foreign materials. Glazed vitrified pipe with cemented joints, all in concrete, is good (Fig. 2). If you use a concrete duct, coat the inside with waterproof paint. Concrete crumbles or disintegrates, then abrasive particles are carried into the compressor cylinder. Line wooden duct with metal, because wood cracks readily and admits foreign particles through cracks.

7. Don't use intake pipes with rectangular cross sections, especially with wood or metal. Flat surfaces are susceptible to vibration and air pulsations.

Often a shutoff valve must be installed in the intake. A gate type is best. A receiver is required between valve and compressor to reduce intake pulsations. The receiver may collect dirt and moisture, so drain it periodically.

Clean intake pipe thoroughly to free it of scale and dirt before the compressor is started. When the line runs underground (Fig. 2), pull a dry swab through it occasionally. That checks against surface-water leakage or condensation.

Air Filter: The correct air filter is an important part of intake installations. Many compressors have no air filter to speak of. Hence more than 85 percent

of "carbon" found in air-compressor cylinders is nothing more than dirt saturated with oil and baked to a hard mass.

Tests on engines with and without filters reveal that an unprotected engine shows nine times as much cylinder wear, four times as much piston wear, ten times as much piston-ring wear. Increased maintenance and down-time result from improper filters.

For example, a compressor in a railroad yard without a filter required valve cleaning every two weeks. After a filter was installed, wiping off the valves every six months kept them working.

There are many types of filters—viscous, perforated plate, dry, centrifugal, etc. Proper location of intake prevents an overworked filter, saves cleaning.

Cleaning Tips: To clean a steam-driven air compressor of the locomotive type (Fig. 3), one manufacturer recommends pumping hot lye water through the air-end every six months, more often if the air cylinder shows signs of overheating.

Dissolve four ounces of potash to one gallon of hot water in a drum. Disconnect the intake pipe and the air discharge connection. Connect hose to the intake opening and place in the container of hot potash solution. Pipe the discharge line from the compressor into the container.

Crack the steam valve so that the compressor runs at 10 to 15 strokes per minute. Circulate the solution

through the compressor for about a half hour. Then circulate enough clean hot water to remove all traces of potash. After reconnecting the intake and discharge lines, relubricate the air cylinder. This is important.

Caution: This method is recommended only for steam-driven air compressors of this type, which normally run at slow speed. Single-stage jobs make about 120 strokes per minute. Cross compound machines run at about 131 strokes per minute. Cleaning liquid can be pumped in this type compressor only because the machine can be throttled to very slow speed.

To clean oil and carbon from other types of compressors (Figs. 1 and 4), dismantle and use some grease-dissolving liquid that is nonflammable.

Is it dangerous to clean a steam-drive air compressor this way? Not if the solution does not move too fast. If an operator does open the steam valve wide, the machine will stall because it is a direct displacement job of power versus output. If the steam valve could be opened instantaneously, the hammer action might knock the air cylinder head off. But this can't happen since the steam valve must be opened by turning.

Lubrication: Normally lubrication is straightforward enough. All it involves is following the manufacturer's recommendations quite religiously. Every now and then, however, you hear of trouble. Here is a problem that came to our attention and was solved by the method described. The company's compressors (Fig. 3) were

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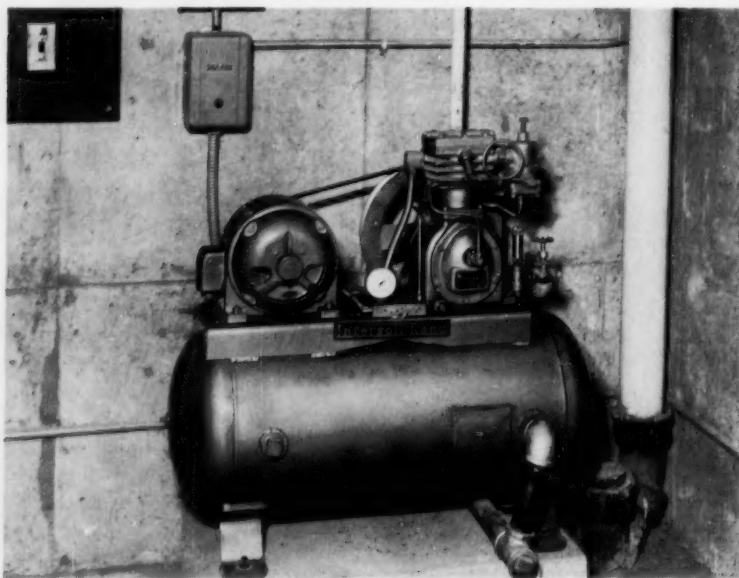


FIG. 4. Be sure when you install compressor that there is room for plenty of air movement, that piping is supported well

losing oil slowly because the stuffing box leading to the crank end was purposely never tightened too much. The idea was to keep the piston rod lubricated by oil it picked up from the splash of crankpin and crosshead. Every day oil in very small quantities dropped into the stuffing-box chamber and drained to the sewer. Because it was a slow loss, it was forgotten several times. But the knocking crankpin soon told that something was wrong.

Sure enough—the oil level dropped. Adding oil to the crankcase remedied the knock.

The engineers disconnected the stuffing-box drain line and plugged it. Then they drilled and tapped another hole about an inch higher. To this hole they connected a 1/4-inch pipe and connected it to the sight glass at the crankcase end of the compressor. Now they know whether there's enough oil to do the right job. □□

Engineering Questions and Answers

Oil Storage Arguments

Your article in a recent issue set off a lot of discussion at a power engineers' meeting I attended here in Massachusetts. It gets pretty cold up here and that made a lot of fellows question how smart it was to put tanks underground, particularly if you have more than one. Here are some of the ideas that came up. Thought you might be interested.

—E. S., Boston, Mass.

Not Underground

First, know state, city, and insurance code. Second, avoid completely buried tanks. Pitting, corrosion and leaks can't be easily checked. Some places, though, require underground tanks.

Hook tank with two separate branches to one suction, with valves

to control either tank (see sketch, Fig. 1). Run separate return line to tanks from pumps. Drain condensate to sump because trying to save the little water you get from this source isn't worth the risk if any oil leak gets back to various apparatus in plant.

With this hookup, oil can be balanced in tanks by opening two tank valves. With separate return line you can combine supply pumping out of one tank into the other if only a small amount is in each. Or, you can carry two grades of oil in separate tanks, if necessary. Mixing is both dangerous and bad practice.

(Editor's Comment: This hookup is good. But it looks like too big a tank layout for the smaller, or more usual, laundry plant. We are inclined to string along with the following answer.) (Continued on page 76)

Zeolite Costs Money

*...why
waste it?*

**You prevent its loss
when you use**



**... The Water Softener
with the Zeolite "locked in"**

Apparently the old idea in making water softeners was that the zeolite was expendable. That was an expensive idea even when zeolite cost much less . . . and of course it's still more costly today. Zeolite today represents an important part of your investment in a water softener. It isn't consumable; it's part of the capital investment . . . something to hang on to!

Loss of zeolite was stopped cold the day we introduced the "Double Check" water softener. This ingenious design truly "locks in" the zeolite. Prevention of zeolite loss during back-washing is an important feature that has become increasingly more important, but . . .

It's only the start of the story. Other water softeners using old-style manifolds are forced to use shallower zeolite beds to minimize escape of zeolite during

backwashing. But the "Double-Check" softener can use more zeolite, and backwash it, and regenerate it, far more effectively. As a result it gives—



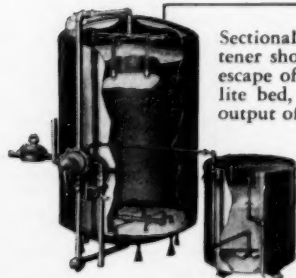
**Up to 44%
More
Capacity**

The diagrams tell the story. You get this extra output of soft water from the same size softener using the same type of zeolite . . . and you do it at lower operating and maintenance cost.

The "Double-Check" can be built into your present softener. If your existing softener is in fairly good condition you can have the advantages of zeolite loss prevention and extra capacity at surprisingly moderate cost. This type of modernization, along with our high capacity zeolite, has stepped up soft water output three to ten times in hundreds of cases.

Write today for complete information

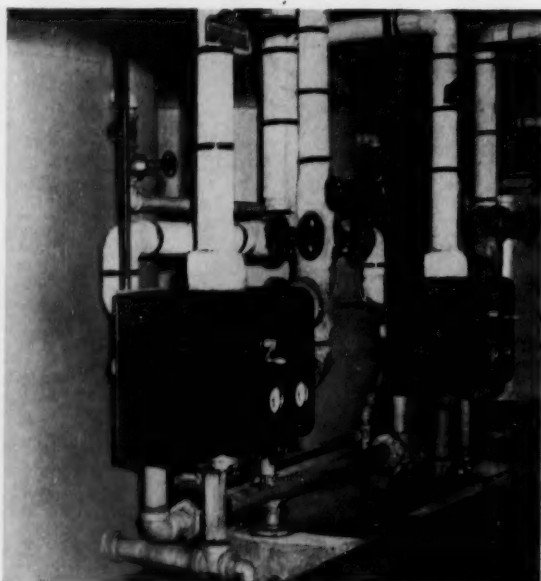
ELGIN-REFINITE
DIVISION OF ELGIN SOFTENER CORPORATION
150 N. GROVE AVE., ELGIN, ILLINOIS



Sectional view of "Double-Check" Softener showing design which prevents escape of zeolite; permits deeper zeolite bed, better regeneration, greater output of soft water.



FULLY AUTOMATIC WATER SOFTENING



This is a Fully Automatic Inversand Water Softening Plant Installed in a New York State Laundry in 1949

For 4 years it has backwashed, regenerated and returned to service automatically.

Attendance Cost—None

Economical—"100% PLUS"

And today you can have a Fully Automatic Inversand Water Softener for little more than the cost of a manual unit.

**New Inversand Softeners
or Conversions of Your Present
Units—Write or Call Us—
Manual or Automatic**

Bulletin IS-1 Just out—FREE for the asking.



HUNGERFORD & TERRY, INC.

Clayton 8, N. J.

Phone
Glassboro 4-3200

(Continued from page 74)

Don't hook tanks together or put any valves underground. If you use 3,000 gallons or less oil in 24 hours it's easy to operate with a one-and-one-half-inch suction line and one-inch return line.

Use open return and 15 p.s.i. steam to get return up out of tank. Use two-inch steam feeder, one-and-one-half-inch black-iron pipe coil in tank. Place trap as close to tank as possible. Our plant tank has 120 feet of one-and-one-half-inch pipe fed by 15 p.s.i. pump-exhaust line. This is okay when tank is half full or over, but when be-

low half full, oil gets too hot. If your boss will permit, buy thermostat control valve to regulate steam and temperature.

Connect your tanks like those in Fig. 2. You'll note there are two valves in each line, one before the strainer and one after it. This lets you clean strainers when one tank is in use and other tank is full of oil.

Be sure to run return line from burners which have a very hot oil to a spot inside your tanks as close to the pump-suction line as you can get. Then you can run your oil burner without using any submerged tank

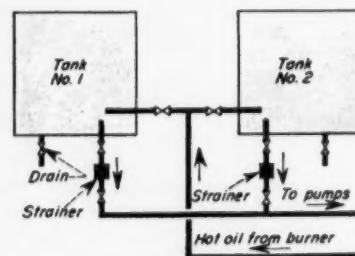


FIGURE 2

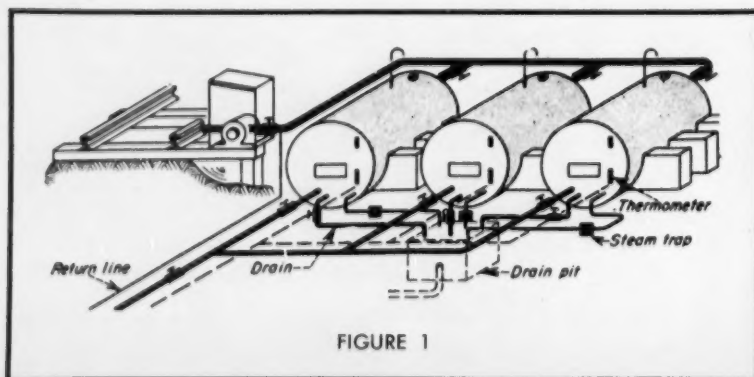


FIGURE 1

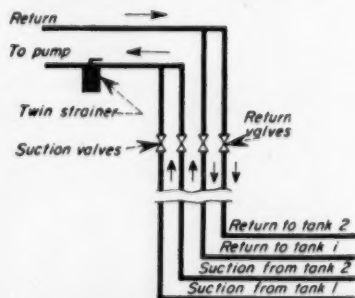


FIGURE 3

How to get top speed from ironers

... without sacrificing quality

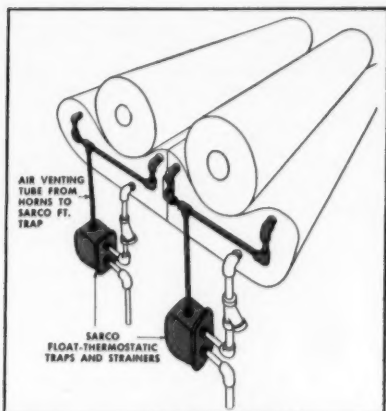
CHECK THE STEAM TRAPS on your ironers because it makes a difference *what type* they are. For every service there's one type that gives maximum efficiency.

On ironers, for example, you want a trap that doesn't fool around getting rid of condensate and heat-insulating films of air. Otherwise you get cold spots and wadding or rolling, have to slow machines down.

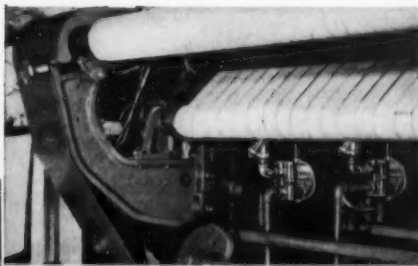
The ideal trap for ironers is the Sarco Float-Thermostatic because it prevents waterlogging by discharging condensate *as it forms*. It also assures maximum, even temperatures across ironer chests by quickly venting air and gases through *large capacity* thermostatic vents.

Remember this, Sarco makes all types of traps, thus can recommend sincerely the one best suited for each job. Try Sarco FT traps on ironers . . . you'll see the difference in production immediately, and in fuel savings, too.

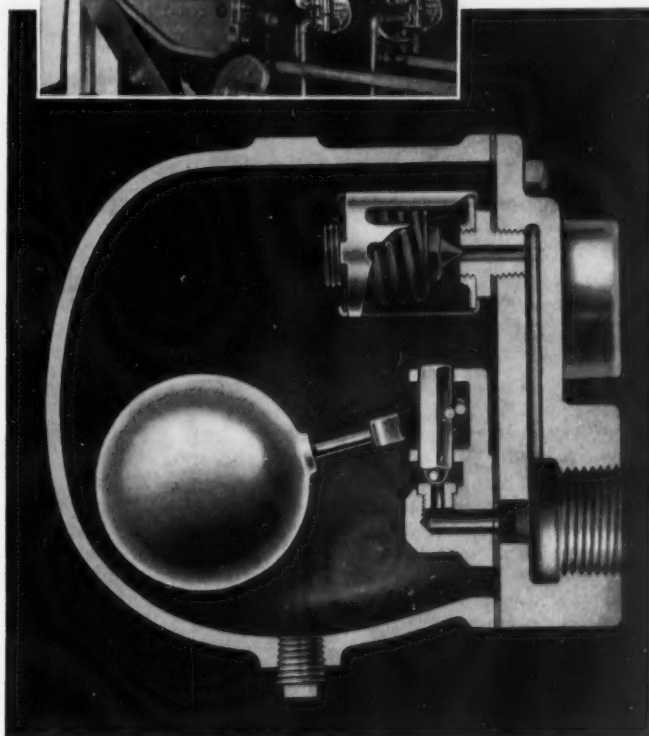
Call in your Sarco representative on all steam trapping and temperature control problems in the plant. He'll be happy to help you. For complete information on the advantages of Sarco FT traps, write for Bulletin 450-A.



Piping hook-up for flatwork ironer using Sarco FT traps and strainers. Tubing permits air removal from horns where air tends to collect.



"Ironer production increased 20% after installing Sarco FT Traps"... Mr. R. Brenner, owner of Vogue Laundry, Flushing, N. Y.

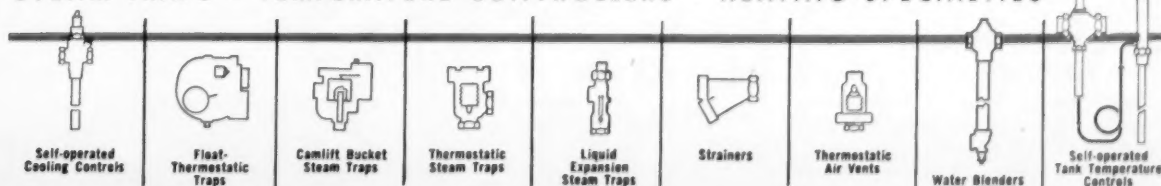


Sarco Float-Thermostatic Trap discharges condensate as it forms, prevents waterlogging. Thermostatic air vent, shown in red above, assures even temperatures across ironer chests by eliminating heat-insulating films of air.

SARCO

SARCO COMPANY, INC., Empire State Building, New York 1, N. Y.
Sarco Canada, Ltd., Toronto 8, Ontario . . . Represented in Principal Cities

STEAM TRAPS • TEMPERATURE CONTROLLERS • HEATING SPECIALTIES



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find out how ...
this ounce of prevention
 can add **PROFIT** to
 your **presser operation**

The above illustration shows a finger valve. It is standard equipment on every Ingersoll-Rand Type 30 Compressor through 5 hp. In your plant it means prevention — lost time prevention — extra-expense prevention.

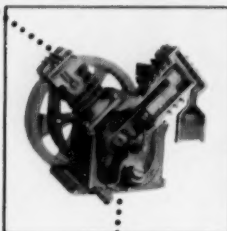
When compressor valves need adjustment your pressers will be back on the job in a hurry when you have I-R Compressors. Here's why.

Your own maintenance man can fix a finger valve in 15 minutes or less—usually less. Compare this to the extra time and money involved in sending for an expensive compressor service man—waiting hours for him—waiting another hour or more 'til the job is done. Why not put this to work in your plant — to save you time — to save you money. Call your I-R Laundry Equipment Supplier today, or write:

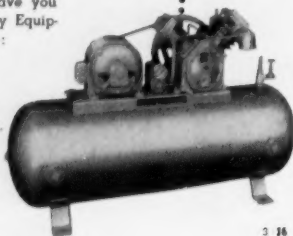
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ALSO MANUFACTURERS OF
 THE FAMOUS CAMERON
 CENTRIFUGAL MOTORPUMP LINE



Type 30 Compressors available through 15 hp. Other size units through 100 hp.



2 18

heaters. See Fig. 2 for one way of making this piping connection.

There is no good reason for installing shutoff valves underground or connecting both tanks together with large nipple. On the other hand, much is gained by installing suction and return valves inside of boiler room in a convenient place near pump.

If valves are installed as in Fig. 3 and individual suction and return lines run to each tank, you won't have to worry about cold outside.

By opening suction and return valves of one tank and closing suction and return of the other tank, you can alternate at will. If one tank accumulates sludge or water, there's always a reserve.

(Editor's Note: Thanks, E. S. We welcome any ideas like the above from the field. We may not always agree but if they seem sound in engineering we'll use them. If they don't, we'll answer you directly and tell you why we don't agree.)

Burning Coal With Sawdust Shows Big Savings

Our recent article on a Southern laundry burning wood waste successfully is followed up by a story heard at the Sauk County (Wisconsin) Hos-

pital and Home. A coal strike set them to experimenting with mixtures of sawdust and coal on a hand-fired boiler. They came up with a mixture of 50 percent sawdust and 50 percent coal for summer loads, mostly the

laundry, and between 30 and 40 percent sawdust for winter.

The figures they reported showed a saving of four carloads of coal a year at an average cost of \$475 per carload, or nearly \$2,000 in all.



Send for Bulletin 351

Nicholson Steam Traps for Laundries

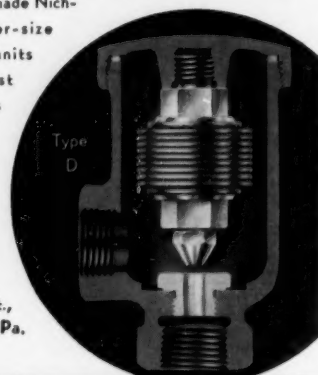
Send for Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures

which have made Nicholson's larger-size thermostatic units

among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. 1/4" to 1/2"; press. to 200 lbs.

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 Wilkes-Barre, Pa.



W. H. **NICHOLSON** & CO.
TRAPS · VALVES · FLOATS

WHAT HAPPENS IN A HUNDRED OTHER LAUNDRIES

won't save your money

How hundreds of other laundries save real money on waste hot water *won't save you a penny* unless you know about and use their methods.

That's why **p-k** is anxious that you investigate how heat reclaimers can extract otherwise wasted heat from your dirty wash water and put it back to work again. Taking ready heat from waste water and using it to pre-heat cold water can save as much as fifty per cent of your fuel bill.

Right in your own plant you are wasting this useful heat if you are not reclaiming it. Before you throw away another gallon of waste hot water why not get more information from **p-k**? It won't cost you anything for this information. Once you decide there is something in it for you, **p-k** will gladly supply engineering assistance to put this reclaiming equipment to work saving you money. Write today for Catalog 310.



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101 Park Avenue, New York 17 • Railway Exchange Building, Chicago 4 • 1700 Walnut Street, Philadelphia 3 • 96-A Huntington Avenue, Boston 16 • and other principal cities.

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NEW PRODUCTS and LITERATURE

P & G Offers Improved Brex

Procter & Gamble has introduced a new improved Brex, described as a complete first suds detergent suited for use in the first suds operation. It is designed to combine the efficiency and detergency of high titer soap and top quality builders for greater soil removal and whiteness maintenance. Because it is a complete product, Brex eliminates guesswork in preparing break solutions or in using several products on the break.

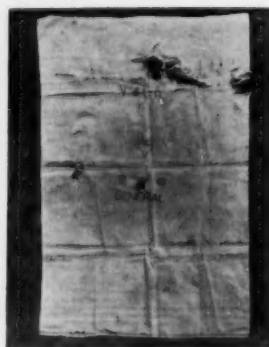
Brex has low moisture content, reports the manufacturer, and contains no clay or other insoluble materials. Therefore, it resists caking and lumping, is simple to use, pleasant to handle and economical. Brex will also fit easily into a variety of washing formulas.

Further details are available from Procter & Gamble Distributing Company, Bulk Soap Sales Department, Box 599, Cincinnati 1, Ohio.

Valves and Yarway Double-Tightening Blow-Off Valves. Additional information includes installation recommendations, construction details and prices.

Copies of the catalog may be obtained from Yarnall-Waring Company, Mermaid Lane, Philadelphia 18, Pa.

Applegate Ink Test



The photograph above shows the result of "washing to death" a heavy cotton hand towel. The center area was marked with Applegate Silver Base Indelible Ink, while other markings were used on the outer portions of the towel. The towel was then washed until the material wore out. Although the other markings faded out, even the bleaches did not affect this special institutional marking ink, reports the manufacturer. Use of an absolutely indelible ink saves remarking time and speeds sorting of linen.

Complete information on marking linens for institutional use is available on request for "The Applegate System," Attention: Mr. C. Q. Fritz, Applegate Chemical Co., 5632 S. Harper Ave., Chicago 37, Ill.

Soap Bulletin Offered

The Philadelphia Quartz Company, manufacturer of

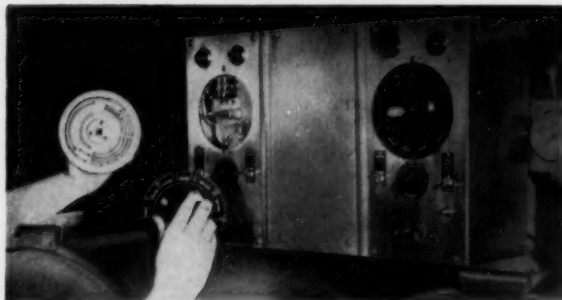
Metso silicate detergents and soap builders, announces the publication of Data Sheet No. 48 in its series, "Question and Answer Book of Washroom Practice."

Posing the question, "What is the Purpose of Soap in the Washwheel?" the sheet discusses high and low titer soaps

and lists five factors to consider when selecting a soap or building a stock solution. Types of soil are divided into six separate classifications with washing suggestions for each.

Data Sheet No. 48 is available on request to Philadelphia Quartz Company, Public Ledger Building, Philadelphia 6, Pa.

New Dial Developed for Cook Washette



Cook Machinery Company of Dallas, Tex., has developed a Quick-Change Formula Dial for its Washette. The control has been simplified to the extent that no tools or adjustments are necessary to change the formula completely. The operator simply loosens the knurled knob with his fingers, removes the dial and replaces it with a new Formula Dial.

It is impossible, according to the manufacturer, to replace the Formula Dial incorrectly. Regardless of the position of the dial, when it is turned to "start"

the machine is ready for operation.

The manufacturer offers six standard Quick-Change Formula Dials with two or four formulas on each. Special dials will also be made to order with any formula needed for a particular wash load.

The new dial is designed to increase flexibility of the Washette. The operator can rotate the timer dial in either direction to add or skip any part of the formula or any period on the dial to fit individual requirements.

Hungerford & Terry Issues New Bulletins

The following new bulletins have been prepared by Hungerford & Terry, Inc., Clayton, N. J., manufacturers of water-treating plants:

Bulletin BFT-11 is a 20-page boiler feedwater publication with information on water softening, demineralization, dealkalizing, silica removal, hot zeolite and chemical softeners. Many photos of actual installations are included.

Bulletin DF deals with the H. & T. condensate de-oiling filter for removing oil from steam condensate so that it may be reused with safety. According to the manufacturer this unit is economical, saving valuable heat.

Bulletin DM describes eight different processes of demineralization, including the H. & T. Un-A-Bed one-tank demineralizer and silica and CO₂ removal by ion exchange. It includes pictures and descriptions

of both slat and diffusion type degasifier units.

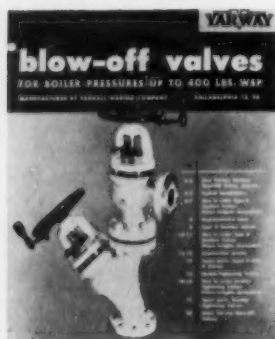
The Inversand zeolite water softener is the subject of Bulletin LS-1. A popular product of this company for 30 years, it features: pressure and gravity types with green-sand or resinous zeolites; gate valve nests or multiport valves; manual or automatic operation. This bulletin is 24 pages long and has photos of actual installations.

Patterson-Kelley Offers Bulletin on Heaters

A new 48-page catalog, published by The Patterson-Kelley Co., Inc., pictures and describes the complete line of P-K hot-water storage heaters and presents useful information on piping arrangements and installation data.

Horizontal and vertical heaters in steel, copper-lined, cop-

Yarway Valve Bulletin



A new 20-page catalog on blow-off valves for pressures up to 400 pounds working steam pressure has been issued by the Yarnall-Waring Company. Designated Yarway Bulletin B-426, the catalog contains full details of Yarway Seatless Blow-Off

Here's the quick, sure, safe way to clear up DYE FADES... of any color, in any fabric



Use YellowGo in
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LAUNDRY



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When colors run, bleed or print off... on white, off-white and colored fabrics... you can remove them effectively with YellowGo. If dye stains cover a large area immerse the whole article in a solution of YellowGo and water (proportion: 1/2-ounce to 1 gallon)... for small stains simply spot the area with the YellowGo solution. YellowGo is safe because it's controllable... works slow or fast, hot or cold... will strip yellow, red, green, purple, blue, brown, black and other reducible fades without injuring original colors. A single gallon of YellowGo gives you 250 gallons of the best stripping solution you ever used... and for less than 5¢ a gallon! Better try it.

There's no
substitute for



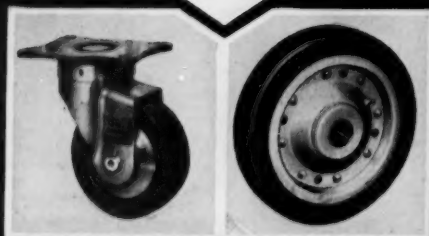
...and still
the best!

Order YellowGo
from your jobber

A. L. WILSON CHEMICAL CO.
KEARNY, N. J.

DARNELL CASTERS & WHEELS

Always
SWIVEL
and **ROLL**



Darnell Casters and Wheels start cutting costs from the very first day of installation. Easy rolling and swivelling increase employee efficiency, save floors and help add to production. With over 4000 types of casters and wheels to select from you can specify the exact model to meet your requirements.

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per-silicon, cement-lined, clad and galvanized construction, as well as the low-flow design, are each catalogued as to weights, dimensions, construction details and capacities. Conversion tables are included.

The booklet has these additional features: piping diagrams for high- and low-pressure steam systems; guide for setting up and connecting a storage heater; list of average water requirements of typical hot water fixtures in various types of buildings.

Copies of this catalog, No. 18, are available upon request on a firm letterhead to The Patterson-Kelley Co., Inc., 573 Warren St., East Stroudsburg, Pa.

Boiler Folder Offered

Orr & Sembower, Inc., has completed a four-page folder that describes Powermaster packaged boilers in 17 sizes from 15 hp. through 500 hp., for steam process as well as steam and hot water heating service.

The following features of Powermaster packaged automatic boilers are described: three-pass design; forced draft and automatic controls, as well as the firing equipment for light and heavy oils and gas in the Voriflow air-atomizing oil burner and pre-mix gas burner designs.

Copies of the folder will be sent upon request to Orr & Sembower, Inc., Morgantown Rd., Reading, Pa.

New Marking Pen



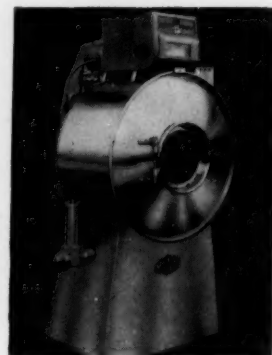
A new cloth-marking pen, designed for rapid and permanent laundry marking, has been introduced by Mark-Tex Corp.

The pen features a fine line tip and a glide action that, according to the manufacturer, speeds up marking two to three times and sharply cuts down writing fatigue. Enough ink is contained in the pen to mark 30,000 characters that are dis-

tinct, fast-drying, permanent, launderproof and resistant to drycleaning. The pens are offered with black, red, yellow or white ink.

Further information on this instrument is available from Mark-Tex Corp., Department 3, 453 W. 17th St., New York 11, N. Y.

Pellerin Milnor Offers New Timer on Washer



Norvin L. Pellerin of the Pellerin Milnor Corporation, New Orleans, La., has announced the new Milnor washer for 1954 with the Milnor Miltrol flexible sequence timer. This device, according to the manufacturer, has a replaceable plastic formula chart that may be removed and installed in a few seconds. The operator may cut his own special formula or group of formulas for up to 55 minutes duration. The plastic chart will not absorb moisture or short out and, according to Mr. Pellerin, it will "last a lifetime."

Miltrol provides flexibility during automatic operation. By flicking the switches, the operator can overrule the formula chart to obtain all high or all low water levels, to make the washer motor stop or run while draining, to wash in hotter or colder water — all without changing the formula chart.

The control "holds" while filling and signaling so that no washing operation will be skipped, even when low water pressure exists. High and low water levels are easily adjusted in the field.

The Miltrol signals with a light and a buzzer each time supplies are required and at the end of the washing cycle. The operator needs only to add supplies. To prevent unnecessary wear on garments, the washer motor shuts off each time the Miltrol signals.

Gross Star Introduces Hothead Grid Press



L. Behrstock Co., manufacturer of Gross Star aluminum grid plates, is featuring the Hothead Grid Plate, a unit that transforms any regular pressing machine into a hothead finisher. Designed with a solid shiny surface, the plate comes in sizes to fit the heads of all pressing machines.

Alfred Behrstock, head of the company, explains: "Many plants do not have enough work for a full-time hothead press. . . . With the new Gross Star Hothead Grid Plate, work calling for hothead finishing can be done merely by switching plates—a matter of a few seconds."

In many plants, reports the manufacturer, this means that costly investment in hothead equipment that would not be used to capacity is no longer necessary. Regular equipment can do double duty.

Further information on the new product is available from jobbers or from the manufacturer, L. Behrstock Co., 1708 S. State St., Chicago, Ill.

New Photovolt pH Meter

A new line-operated pH meter is available from Photovolt Corporation, 95 Madison Ave., New York 16, N. Y. The product is fully described in the company's Bulletin No. 225.

The manufacturer stresses low price and simplicity of design as the main features of the meter. According to Photovolt, these qualities have been achieved by taking advantage of recent advances in electronic tubes and circuits, without sacrifice of accuracy or stability.

Solvent-Resistant Grease

Keystone Lubricating Company has introduced a new solvent-resistant grease suitable for use by the laundry and dry-cleaning industries.

The manufacturer reports that the grease, named Lubricant A-9, is impervious to gasoline, kerosene, naphtha, carbon-tet, trichlorethylene, Stoddard

solvent, or any type of hydrocarbon derivative. It will not melt at operating temperatures encountered in cleaning plants.

A-9 is designed for use in plain and antifriction bearings and in the glands of solvent pumps in either regular or reclaiming service.

Additional data will be provided by Keystone Lubricating Company, 21st and Clearfield Sts., Philadelphia 32, Pa.

New Trap Catalog

A new four-page catalog tells operators of steam-using units how to bring them up to maximum capacity eight times faster. It discusses the new Super-Silver-top Heat-Kwik Steam Traps manufactured by the V. D. Anderson Company, which are said to vent air from steam units eight times faster than ordinary inverted bucket traps. The folder states that the use of these traps enables the user to obtain more production from steam units, lower steam consumption, longer trap life and a reduction in the trap capacity factor.

The folder contains complete buying information on Heat-Kwik Steam Traps, including condensate capacities, sizes, weights and prices. Other products manufactured by the Steam Specialties Division of the Company are also described.

For a free copy of the catalog write for Bulletin 1154, the V. D. Anderson Company, Dept. H, 1935 W. 96th St., Cleveland 2, Ohio.

Valve Literature Offered

A new publication entitled "Your Handbook on Temperature and Pressure Relief Valves" is offered by A. W. Cash Valve Manufacturing Corp., Wabash and Morgan, Decatur 60, Ill. This pamphlet explains and illustrates the function of relief valves, both temperature and pressure, for industrial and domestic water heaters.

The booklet, which gives information on the effects of excessive temperature in water heaters, touches on both American Gas Association and A.S.M.E. code requirements; it also presents recommended code requirements for cities, inspectors and plumbers. Twenty-five "do's and don'ts" for relief valve users are included.

This handbook and additional information on the subject are available from the manufacturer.

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guarantee

Because we know that **LOGLIFE APRON CLOTHS** from Tingle's Gold Line of Quality Laundry Fabrics will outwear conventional Duck by over 20%, we make this double-your-money-back guarantee:

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LOGLIFE and Extra Heavy **LOGLIFE** are made from longer, stronger staple cotton spun into multi-ply yarn and woven on the world's heaviest looms in the Tingle, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! **LOGLIFE**—20% longer service with less stretch and fabric impression!

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Tingle Brown & Company



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NEWS

from the

ALLIED TRADES

Lincoln Campaign

More cleaning sales, more storage business and greater profits for the laundry operator and drycleaner are the aims of the 1954 Moth Seal promotional campaign now being released by the Lincoln Bag Company of Chicago.

The advertising directed to the consumer public is based on the idea of "getting out-of-season garments out of the home closets and into the cleaner's hand for cleaning and storage."

A wide variety of sales aids for the laundryman and cleaner to use among his customers, as well as a magazine campaign, will continue to feature this idea throughout the year. The firm's distributors and all of its salesmen are being instructed to provide every assistance in helping plantowners get the most out of this unusual promotion.

Hercules Promotes Bruce

David S. Bruce has been appointed director of operations of Hercules Powder Company's Cellulose Products Department. This appointment created a new position in the department.

Mr. Bruce has been manager of new product promotion for the Cellulose Products Department, which developed the CMC Formula widely used in the laundry industry, since January 1952. He first joined Hercules at its Explosives Department plant at Hercules, Calif., in 1936.

During World War II, Mr. Bruce served in ordnance plants operated by the company and was active in the development of rocket powder. He was transferred to the Parlin, N. J., plant of the Cellulose Products Department in 1946 as acetate supervisor, later becoming acetate superintendent and then assistant plant manager.

northern California, the Rocky Mountain area and the Pacific Northwest. Mr. Smith has had wide experience in advertising and served for 10 years with a firm of publishers' representatives before forming his present partnership with Hughlett Hollyday, Jr.

Hugh Hollyday will operate the Los Angeles office at 505 S. Alandeale Ave. and will cover southern California, Arizona, New Mexico, and El Paso, Texas. Mr. Hollyday has held various positions in the classified and display advertising departments of several large newspapers. During the war he served as Captain in the U. S. Air Force. Mr. Hollyday, who has also served with publishers' representatives, left his most recent position in July 1953 to form Smith and Hollyday with Bill Smith.

Both Hugh Hollyday and Bill Smith are well known among leading advertising agencies and numerous manufacturers throughout the area they cover.

Diamond Washroom Digest Discusses Suds Variables

Principal variables in suds operations and procedures that compensate for these variables are examined and explained in the new *Diamond Washroom Digest*.

Released by the Technical Service Division of Diamond Alkali Company, this pocket-sized guide to modern wash-room principles is prepared for owners, managers and superintendents of commercial power, family, institutional, linen supply and industrial plant laundries.

The latest issue points out the primary purposes of the suds and stresses the importance of using the correct soap-alkali ratio. It also answers the following questions: What type of alkali and how much should I use? What type of soap and how much should I use? How much suds is necessary?

Other subjects discussed briefly include: why soap-alkali ratios generally vary in plant practice; how certain siliated detergents incorporating so-called "complex phosphates" successfully combat and conquer water-hardness conditions; and temperature, time and level of suds operations.

Copies of this bulletin on "The Suds" are available on request to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio. Ask for the *Diamond Washroom Digest*, Vol. 2, No. 1.

Manitowoc Names Wright



ROSS A. WRIGHT

Ross A. Wright has been appointed sales manager, Drycleaning Division, Manitowoc Engineering Corp., Manitowoc, Wis.

Mr. Wright has been connected with the laundry and drycleaning industry for the past 25 years. He is a former instructor and member of the research and public relations staff of the National Institute of Drycleaning at Silver Spring, Md., and a graduate of both its general and management courses.

During World War II, Mr. Wright served as Captain in the Laundry Branch, Office of the Quartermaster General, and as Laundry Officer in the Mediterranean and Italian theaters. He was recalled to duty from the NID, during the Korean emergency, and served in the clothing, cleaning and repair branch, Deputy Chief of Staff for Materiel, Air Force.

Mr. Wright joined Manitowoc directly from an assignment as Acting Chief of the Laundry Branch, Air Forces Services Division, Air Materiel Command, Dayton, Ohio. He is a Lieutenant-Colonel in the Air Force Reserve.

International Names Buzard

W. C. Schumacher, vice-president, International Harvester Company, Chicago, Ill., has announced the appointment of Ralph M. Buzard as manager of the company's motor truck sales department.

Mr. Buzard succeeds W. K. Perkins, who will become staff assistant to the vice-president, working on special assignments. Mr. Perkins has been away from active duty with the company for some time because of ill health.

A native of Ashland, Ohio, Mr. Buzard joined International

STARCHROOM Names West Coast Representative



BILL SMITH



HUGH HOLLYDAY

The firm of Smith and Hollyday has been appointed West Coast representative for STARCHROOM LAUNDRY JOURNAL and its sister publications, *National Cleaner & Dyer* and *National Rug Cleaner*. This move is designed to offer better

and quicker service to our many friends and advertisers on the West Coast and in the Mountain States.

William Blair Smith, who will maintain headquarters in the Russ Building, San Francisco, will be responsible for

WHY WASTE TIME?

CALLANET HAS IT

IT HAS EVERYTHING!

It's the ORIGINAL
and IMPROVED...

Callaway Knitted Nylon Callanet!



➔ Speeds up pinning

Actual Size, Open Mesh ➔

PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog up"—lintless.
3. Free passing of insolubles.
4. Suction action—cleaner, whiter loads.
5. Wider opening—easier loading.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.
12. Available in solid colors.

CALLAWAY—first with the best!

For economy's sake—compare our laundry net prices by weight. They are the answer to your "net" problems.

Available in solid colors.

Contact your Callaway Representative for details of CALLANET—the laundry net that's made the way you'd make one.



Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N.Y.

Chicago 54 • Boston 11 • Detroit 1
Atlanta 3 • San Francisco 3 • Los Angeles 12



WITH

ANCHOR-ROME

rough & tumble
COTTON NETS

more washings
per dollar invested



Your local laundry supplier is stocking
Anchor - Rome Nets

Iselin-Jefferson Company, Inc.

Selling Agents
90 WORTH STREET, NEW YORK 13, N. Y.

ATLANTA BALTIMORE BOSTON CHARLOTTE CHICAGO CLEVELAND DALLAS
DETROIT LOS ANGELES MONTREAL NEW ORLEANS PHILADELPHIA PORTLAND, ORE.
ST. LOUIS SAN FRANCISCO TORONTO

Taubman's
LAUNDRY MARKING PEN

used by
LEADING LAUNDRIES and DRY CLEANERS

STOP HUNTING FOR FUGITIVES AND STRAYS!

- BLACK, INDELIBLE INK
- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE... NO REFILLS

39¢

329
6 1/2" LONG

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. S, New York 1, N. Y.

in 1922 as a salesman in the company's Akron, Ohio, district sales office. After serving in various sales positions in Ohio, he was transferred to the company's general office in 1937 as assistant to the district managers. In 1938 he became assistant manager, Central region, and later moved to the Northwest region, where he was promoted to motor truck sales manager.

After serving in the company's Western sales region from 1944 to 1946, Mr. Buzard returned to Harvester's general office as assistant manager of motor truck sales, the position from which he assumes his new responsibilities.

Purcell and Coletta Appointed to Roper Staff

W. A. Roper Supplies, 4076 Woollsey Way, Pittsburgh 24, has announced the addition of Joe Purcell and Ed Coletta to its sales-service force.

Mr. Purcell has had a varied career in the drycleaning field as plant manager, sales and service man. A graduate of the National Institute of Drycleaning, he will cover the Pennsylvania territory from Erie to Pittsburgh.

Mr. Coletta has had many years of experience in sales and service of synthetic machines and will call on accounts in the Pittsburgh area.

American Names Suggestion Contest Winners



Left to right: Charles Nunn, Joseph Roling, H. W. Knox, Cincinnati factory manager, Morris Wisby and Earnest Newhouse

Four men received awards at the Cincinnati plant of The American Laundry Machinery Company recently for the best suggestions submitted and the most suggestions accepted during 1953 in the annual Suggestion Contest there.

First grand award went to Earnest Newhouse for the best suggestion submitted. It dealt with the Automatic Unloading Washer, manufactured by American. He also took second place honors for the most suggestions accepted.

Morris Wisby received the

second grand award. His suggestion was for simplifying construction of the Automatic Reversing Control used on the company's laundry washers.

A suggestion dealing with American's Dry Cleaning Washer won Charles Nunn the third grand award.

A repeat contest performer for the third consecutive year, Joseph Roling received the fourth grand award. His suggestion called for one universal drill fixture to do the work of 16 fixtures in the manufacture of American's laundry washers.

**MEYERCORD
DECAL
TRUCK SIGNS**

**SIGNS
that GO
PLACES!**

FREE!
"Ads on Wheels" Decal Truck Booklet... ask for it on company letterhead.



First on the trucks... first with the truckers
Your trucks go where your customers are... that's why your best and most inexpensive advertising is on your own truck panels. MEYERCORD Decal Truck Signs, designed and produced to your specific requirements are always uniform, easy and quick to apply, have a long, useful life in every kind of weather. Get the full facts... write

THE MEYERCORD CO.
World's Largest Decalcomania Manufacturers

Dept. P-517 5323 W. Lake Street, Chicago 44, Ill.

Mr. Roling also won first prize for the most suggestions turned in during the year.

Harry W. Knox, manager of the Norwood plant, presented the awards. The contest drew over 1,300 suggestions, approximately 37 percent of which were accepted and used.

land Lane, who recently resigned to accept a similar position with the Manufacturing Chemists' Association, Washington, D. C.

Lewis Wins Milnor Contest



HAROLD S. LEWIS

Mr. Lewis is a graduate of the University of Chicago, where he also received the degree of M.B.A. in marketing.

Pellerin Milnor Corp. of New Orleans has announced that the winner of its recently concluded nationwide sales contest is Harold S. Lewis, sales manager of Lewis National Corp., Dorchester, Mass.

According to A. W. Walsdorf, an executive of the Milnor organization, the battle for leadership was very close until the final week. Mr. Lewis' victory is particularly impressive, he added, when the New England territory is compared with larger sales areas elsewhere in the country.

The contest demonstrated, it was pointed out, that Milnor equipment has the standards of quality that laundryowners seek. It also showed the ability of a competent sales representative to convince plantowners of this fact and close sales.

Mr. Lewis, a graduate of the University of Massachusetts, served in the Navy during World War II. At the close of

New Pennsalt Department; Staff Changes Announced

George B. Beitzel, president of Pennsylvania Salt Manufacturing Company, Philadelphia, has announced the consolidation of its personnel and public relations activities under the direction of Fred C. Abbott, manager of personnel and labor relations since 1947. The re-designated office will be known as the office of industrial relations. Mr. Abbott's staff will serve nine plants and many sales offices of the parent company and its three subsidiaries.

Concurrently, Dr. W. Austin Bishop, director of training and employee publications, was named manager of public relations. He will succeed Cleve-

Make ANY press a **HOTHEAD** in just 16 seconds



Companion product to famous Gross Star Aluminum Grid Plate—the plate that needs no liner.

Every press in your plant can now do double duty—Regular pressing and hothead pressing—switch from one to the other and back again in a matter of seconds.

No need for special machinery—just flick a new GROSS STAR HOTHEAD GRID PLATE on your

press—handle hard-to-finish cottons, suedes, etc. Zip it off and put on a regular Gross Star Grid Plate for woolsens, silks and general pressing. Finish EVERYTHING in the plant on one press.

Gross Star HOTHEAD solid surface fits all press heads—made of hard, shiny long-lasting Starium, a special alloy that holds heat, gives a beautiful finish, saves you many dollars in expensive installations for relative pennies.

PRICES

Up to 46"\$14.85
Mushroom\$11.00
Over 46"\$19.25

ASK YOUR JOBBER

about Gross Star Hotheads and Gross Star Aluminum Grid Plates

GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BEHRSTOCK CO. TEL.
1700 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-6022

Huron's

LIFE

campaign boosts

laundries' business

• Shirts start and stay looking and feeling like new when a laundry does them.

That's what families in your neighborhood will be reading in *Life* this year. Huron's new consumer campaign explains that laundries are able to do a better job, thanks to special products like Velvet Rainbow Starch.

Velvet Rainbow is the full-bodied starch with extra pliability that helps you do better work—and sell it, too. So tie in with Huron's ready-made merchandising program. Write for details.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

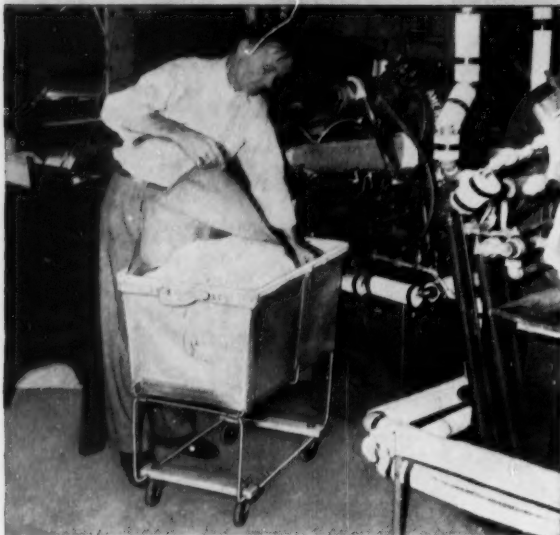
Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

for the best in
CANVAS Elevated Trucks

LOOK FOR

Lane



Designed especially for transfer or storage of damp and starched work between extractor and finishing at shirt units or apparel presses—only this Lane Style 69LC Elevated Truck with flap incorporates all these quality features for long, dependable service at very low cost:

- Waterproof, mildew-resistant body of Lane duck impregnated with Vinylplastic.
- Attached flap cover of same material keeps work damp overnight without drying out.
- Light-weight, extra-strong, rust-resistant frame.
- Over-size casters for easy handling of any load.

MOST POPULAR SIZE

No.	Long	Wide	Deep	Total Height
4	30"	18"	16"	36"

Lane canvas baskets, hampers, and trucks are *built to take it, built to last!* There are other canvas baskets, but there is only one Lane. Always look for the Lane mark—to be sure!

See your Lane distributor or write . . . ☎ 0073

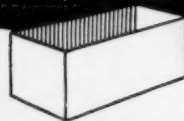
Canvas Basket Craftsmen Since 1894

Lane



W. T. LANE & BROS., INC., Poughkeepsie, New York

Camelforms



CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the • Most economical • Most practical • Quickest set-up method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices. WRITE DEPT. A-2

Campbell

BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

hostilities he joined Lewis National Corp. For the past four years he has been sales manager. His father, Harold F. Lewis, is president of the company, a prominent distributor of laundry and drycleaning equipment.

Sutherland's sales policies and programs. Mr. Kirkpatrick is well known in the packaging field for his work on many industry committees and for several packaging innovations.

Wyandotte Names Powers

Divco Elects Treasurer

Ray A. Long, president of Divco Corporation, Detroit, Mich., has announced the election of Robert C. Robillard as treasurer. Mr. Robillard has been with Divco since 1936. He succeeds Nathan Fine, who passed away recently.



M. E. POWERS

Sutherland Appointment



JAMES T. KIRKPATRICK

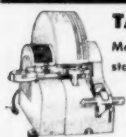
William Race, president of the Sutherland Paper Company, Kalamazoo, Mich., has announced the appointment of James T. Kirkpatrick as vice-president in charge of sales.

Mr. Kirkpatrick joined the company in 1938 and has served successively as paper-board sales representative, service department sales manager, paraffined carton division sales manager and general sales manager. He will continue to direct

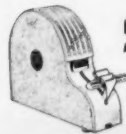
Mr. Powers has been appointed manager of the government sales department by Robert L. Reeves, vice-president of sales of the J. B. Ford Division of Wyandotte Chemicals Corporation.

Mr. Powers will supervise the sale of laundry detergents and alkalies and various other products to all government agencies. He will make his headquarters at Wyandotte, Mich., and will work closely with the personnel of the new Wyandotte Chemicals Research Center in the development of products to meet military specifications.

Mr. Powers joined the company in 1940 and became manager of its New England sales office in 1946. From 1942 to 1945, Mr. Powers served in the Navy and was discharged with the rank of Lieutenant-Commander.

TEXTILE EQUIPMENT FOR MODERN, EFFICIENT IDENTIFICATION**TAG-O-LECTRIC**

Makes, marks and power staples temporary identification tags in one operation. Models for all laundries and cleaning plants.

**RIBBON-RITE MARKING MACHINE**

Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC

Makes, marks and stacks tags. Any code in numbers and letters up to 10 characters.

**Genuine TAG-O-LECTRIC FIBEROLL**

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. 1/2 sizes.



TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof. Made for power, precision stapling.

WRITE for "FREE BOOKLET" TEMPORARY IDENTIFICATION for LAUNDRIES

TEXTILE MARKING MACHINE CO., Inc.

246 WALTON ST.
STRAUSE 2, N. Y.

Ruco Clinic at Pittsburgh Well Attended

More than 600 drycleaners in the western Pennsylvania area attended the annual demonstration and clinic sponsored by the Ruco Sales Company of Pittsburgh, Pa. The latest cleaning and laundry equipment was featured, with demonstrations of Vic two-bath cleaning (4 percent soap with clear rinse), Excelsior silk finishing units, Forse fold and sleeve master, Ajax presses and Adjusta-Form.

Shown in the photograph, left to right, are clinic attendants Gary Miller and Mr. Wertz of Wertz Cleaners, York, Pa.; Oscar Victor, vice-president, Vic Cleaning Machine Company, and Bud Fahey, representative for R. R. Street & Co. Inc. Keen interest was shown, Ruco reports.

Detrex Expands Facilities With New Office

Detrex Corporation, Detroit, Mich., has announced the completion of its new branch warehouse and office in suburban Los Angeles.

Doubling the size of former facilities, the new branch is

located at 3027 Fruitland Ave., Vernon. It will be the headquarters for a staff of eight service and sales engineers who serve the Pacific region, which is under the management of R. B. Carlisle.

New Diamond Division and Appointments

The establishment of a Chlorinated Products Division has been announced by Diamond Alkali Company, Cleveland, Ohio. The division will operate

autonomously, assuming all sales, research and plant manufacturing responsibilities under direction of C. E. Lyon, division general manager. Mr. Lyon,

the NEW Milnor Washer for 1954

featuring the

MILNOR MILTROL

FLEXIBLE SEQUENCE TIMER



Easily replaceable plastic formula chart—up to 55 minute maximum duration—full manual operation also provided—complete flexibility, manual switches enable operator to overrule chart—Miltrol signals with light and buzzer at end of washing cycle, operator need only add supplies. Washer shuts off at signals to prevent wear on garments.

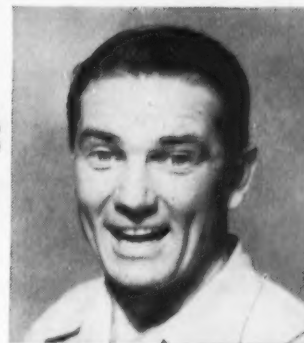
See your distributor or write today for complete details

Milnor tops 'em all!

Pellerin MILNOR CORPORATION
8000 EDINBURGH STREET • NEW ORLEANS, LA

"Did you see Huron's LIFE ad?"

asks Eastern laundry owner



• "Sure makes a good pitch for sending shirts to us, doesn't it? We need more promotions like it—and Huron's keeping the pressure on, too.

"I'm sure glad I stuck to Velvet Rainbow starch all these years. Looks like Huron is just as good at making sales for professional laundries as they are at starch."

Right you are, Mr. Laundry Owner. Huron is carrying the ball in a well-planned campaign to help you sell more of your services. Be sure to ask your distributor salesman how you can take advantage of Huron's free package of tie-in promotion material—ad mats, radio transcriptions, window displays, etc.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

Get the Facts On Using Wax



What's the best way to clean the rolls and chest of a flatwork ironer? How often should you wax ironing surfaces? How much wax should you use? These are just a few of the questions we asked in a recent survey of laundries and laundry equipment manufacturers.

Out of this survey comes our new booklet, "Wax Facts by Karagami," designed to fill a real need for information on the *correct* way to use wax. In clear, concise terms, "Wax Facts" gives you *proven* waxing procedures that insure clean, crisp flatwork and maximum, trouble-free service from ironers and presses.

A copy of "Wax Facts" is yours free for the asking, along with a sample of our Powdered Karagami Wax in the handy sifter can.



So get the "Facts" and get Karagami. Try Karagami Wax—the right way—and you'll find your flatwork coming out smoother, fresher, and with lots fewer maintenance headaches. Mail the coupon today!



CONCORD CHEMICAL COMPANY

Dep't K
MOORESTOWN, NEW JERSEY
MOORESTOWN 9-3100

CONCORD CHEMICAL COMPANY

Dep't K
Moorestown, New Jersey

Please send me a copy of your "Wax Facts" booklet ☐

I would also like to receive a sample of Powdered Karagami Wax in the handy sifter can ☐

Name _____

Company _____

Address _____



IMPROVED

**Nashua
Flannel**

- ★ GREATER BULK
- ★ ADDED THICKNESS
- ★ SAME FELTED NAP
and Snowy White Color

INSIST ON Nashua Flannel
for longer wear and better finishing

Write today for free sample
Sold exclusively through leading jobbers.

Nashua TEXTILE COMPANY, INC.

Mill—Nashua, N. H.

Sales Office—Empire State Building, New York 1, New York

who is a company vice-president, has been works manager of Diamond's Houston, Tex., plant since its construction in 1948.

Products and plant facilities encompassed by the new Chlorinated Products Division are: agricultural chemicals, Houston, Tex., and Newark, N. J.; Chlorowax, carbon tetrachloride and hydrochloric acid, Painesville, Ohio; perchlorethylene, hydrochloric acid and vinyl monomer, Houston, Tex.; methyl chloride, methylene chloride, chloroform and hydrochloric acid, Belle, W. Va.

According to an announcement by Mr. Lyon, Bruce D. Gleissner has been named assistant general manager of the division and L. J. Polite, Jr., has been promoted to the post of agricultural chemicals sales manager.

lun in 1935 and has served in that company's research laboratory and as associate director of research on stainless steel.

Detrex Names Stoddard



A. W. STODDARD

Allegheny Promotes Lincoln

The appointment of Dr. Rush A. Lincoln as chief metallurgist has been announced by Allegheny Ludlum Steel Corporation, Pittsburgh. Formerly manager of the sales development and engineering service department, he succeeded Charles A. Scharschu, who retired. Dr. Lincoln joined Allegheny Lud-

A. W. Stoddard has been appointed director of public relations and advertising by the Detrex Corporation of Detroit, Mich., manufacturer of metal-cleaning equipment, chemicals and drycleaning machinery. Mr. Stoddard was formerly director of advertising for a manufacturer of power tools and electronic equipment.

Allied Trades Groups Merge

The consolidation of the Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association into a single unit has been approved by a majority vote of the membership. The new organization will be known as the Laundry and Cleaners Allied Trades Association.

The proposed constitution and by-laws for the new association will be acted on at the 1954 annual membership meeting at Colorado Springs, Colorado. Presidents F. H. Ross, Jr., and Burrill O. Gottry of LCATA and L&DCMMA, respectively, will announce the appointment of the three major interim committees covering the machinery manufacturers, the supply manufacturers and the distributors.

56 Years Service to Laundries

PROVIDING

Indelible Inks
Linen Markers

Metal Dies
Pens

**EVERYTHING FOR SUPERIOR
Marking of Linens, Uniforms**

Write for free booklet "Avoid Linen Losses"



5632 HARPER AVE.

CHICAGO 37, ILL.

AIL Plans Buffalo Session

"Changing Trends and Opportunities," the theme of American Institute of Laundering's current series of Management Workshop Conferences, will be used for the Buffalo, New York, session on February 26, 27 and 28. The conference will be held in the Hotel Statler.

This is the third in the current series of management conferences based on the "Trends and Opportunities" theme. Lectures and discussions offer aggressive ideas on how laundrymen can adapt their operations to meet current trends. Six AIL staff members will make up the faculty for the meeting. The registration fee has been set at \$30 for members and \$45 for non-members. Applications for enrolment should be sent to AIL's membership department in Joliet, Illinois.

LSAA: Prospects Look Good

The nation's business prospects for the first six months of 1954 look good to the linen and towel supply industry, according to a report by Samuel B. Shapiro, manager of the Linen Supply Association of America. The association has just finished tabulating results of an opinion poll of its 877 members, and 55 percent of them thought their sales volume during the first six months of 1954 would compare favorably with the same period last year.

Since linen and towel suppliers deal with a cross-section of American industrial, business and professional life, the industry is a reasonably reliable business index, Mr. Shapiro said.

Convention Calendar

New Jersey Laundry and Cleaning Institute
Essex House
Newark, New Jersey
February 25, 1954

Mid-West Cleaners & Launderers
President Hotel
Kansas City, Missouri
March 4-6, 1954

Diaper Service Institute of America
Congress Hotel
Chicago, Illinois
March 14-17, 1954

CHAINVEYOR

**NEW
LOW COST**
completely
enclosed
**OVERHEAD
CONVEYOR**
of
Revolutionary
Design for
Laundries
and
Dry Cleaners.



Typical laundry installation — 230 ft. long, driven by 1/2 HP motor. Exclusive 15" radius curves bring work directly to operator. Report states this installation increased production with 6 less employees. New catalog gives complete information.

Write for it.

Nationally Distributed by
**MATHEWS CONVEYER
COMPANY**
Ellwood City, Pa.
with offices in all
principal cities.

We can't adequately describe the advantages of CHAINVEYOR in limited space. Completely enclosed — Simplicity of design — Reduced bulk, weight — 15" radius curves — Full ball bearing chain — Curves, chain scientifically heat-treated to "file hardness" triples life — Lubricated with synthetic substance that positively will not drip — Simple rugged power drive — So easily installed that most buyers do it themselves for a total cost that is most interesting.



United States Spring & Bumper Co.

4951 Alcoa, Box 2475 Terminal Annex
Los Angeles 58, California

**"Huron's new
promotion
is hot stuff!"**

says Southern
laundry manager



• "Never saw anything like Huron's new Velvet Rainbow campaign. Seems like practically everybody has seen their Life ads . . . and their radio spots are doing a whale of a job for me on our local station."

Thanks for the kind words, Mr. Laundry Manager. Huron's new campaign featuring Life ads is working wonders right now in building business.

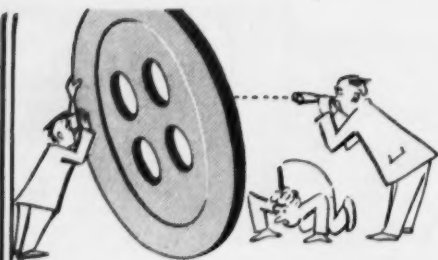
There's room for you on this bandwagon—check your distributor salesman for free tie-in material.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.



an eye for a button

You

may not have an eye for a button but your customer surely will — especially if it's missing on that shirt that you just returned so cleanly laundered and neatly folded.

Give a complete service — replace all those missing buttons. It is so easy and "cost-free" when you use a Chandler Button Sewer.

TRY IT! TEST IT! Write to us for full details of our FREE TRIAL OFFER!

Chandler

MACHINE COMPANY, AYER, MASS.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

FOR LONGER LIFE ON PRESS AND MANGLE INSIST UPON

Thomaston

PEERLESS
BRAND

**COTTON COVER DUCK
COTTON COVER CLOTH**

IN WANTED SIZES AND WEIGHTS

**AVAILABLE THROUGH
YOUR SUPPLY JOBBER**

**INSIST UPON THE
"PEERLESS"
BRAND**

Top quality, durable products developed expressly to give superior service for long periods. Perfected to produce a fine, smooth finish on all types of work. Also manufacturers of INDUSTRIAL TEXTILES such as: TIRE FABRICS • HOSE AND BELT DUCKS • YARNS CHAFERS • THREADS • SHEETINGS • LAMINATING FABRICS • DIVERSIFIED COTTON FABRICS

THOMASTON MILLS • THOMASTON, GEORGIA
NEW YORK OFFICE: 40 WORTH STREET

NO LINER NEEDED
with **GROSS STAR**
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Texas Laundry & Dry Cleaning Association
Austin, Texas
March 25-26, 1954

North Carolina Association of Launderers and
Cleaners, Inc.
Battery Park Hotel
Asheville, North Carolina
April 7-8, 1954

Massachusetts Laundryowners' Association, Inc.
Hotel Statler
Boston, Massachusetts
April 9-10, 1954

Oregon State Laundryowners Association
Senator Hotel
Salem, Oregon
April 21-22, 1954

Ohio Laundryowners Association
Leland Mansfield Hotel
Mansfield, Ohio
April 22-23, 1954

North Dakota State Laundryowners
Graver Hotel
Fargo, North Dakota
April 23-25, 1954

Laundry & Cleaners Allied Trades Association and
Laundry and Dry Cleaners Machinery Manufacturers
Association
Broadmoor Hotel
Colorado Springs, Colorado
April 27-30, 1954

Linen Supply Association of America
Edgewater Beach Hotel
Chicago, Illinois
April 29-May 1, 1954

Pennsylvania Laundryowners Association
Traymore Hotel
Atlantic City, New Jersey
April 29-May 1, 1954

New York State Laundryowners' Association, Inc.
Sheraton Hotel
Rochester, New York
May 6-8, 1954



**BOCK
EXTRACTOR**

Insist On A Bock
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You Will Have The Best
We have made Extractors
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Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

Connecticut Launderers & Cleaners Association, Inc.
Hotel Bond
Hartford, Connecticut
May 7-8, 1954

Laundryowners and Dry Cleaners Association of
Montana, Southern Alberta and Northern Wyoming
Hotel Florence
Missoula, Montana
May 7-8, 1954

New Hampshire Laundry and Dry Cleaners Association
Hotel Moody
Clarmon, New Hampshire
May 8, 1954

Maryland, District of Columbia & Virginia
Laundryowners' Association
Chamberlain Hotel
Old Point Comfort, Virginia
May 9-11, 1954

Pacific Northwest Launderers and Dry Cleaners
Spokane, Washington
May 13-15, 1954

California Laundryowners Association, Inc.
Hotel Del Coronado
San Diego, California
June 10-12, 1954

Obituaries

Nathan Fine, 59, treasurer of Divco Corporation, Detroit, Michigan, died recently. Mr. Fine had been treasurer since 1942 and was well known in the industries served by Divco trucks. His entire business career was in automotive accounting work.

Alfred H. Richardson, 84, proprietor of Richardson's Laundry, Lowell, Massachusetts, passed away at his home. He had been engaged in the laundry business for over 60 years. He is survived by his wife and two sons.

J. Edward Pickering, 93, former owner of the Portsmouth (New Hampshire) Steam Laundry died recently after a brief illness. Mr. Pickering served at one time as a member of the New

NEW!



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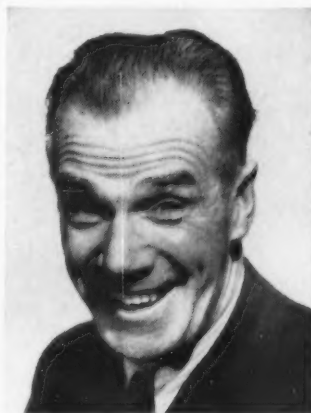
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says Northern
laundry operator
about new Huron
campaign



- "Count me in for your free Velvet Rainbow promotion material. I'm in a hurry to tie in with your Life ads. People are actually asking me whether I use Velvet Rainbow starch—and I'm mighty glad to be able to say I do."

Huron's hard-hitting new campaign is doing the same thing for laundrymen across the country. They like the free tie-in material Huron supplies—ad mats, counter displays, radio transcriptions. You'll like it too. Phone your Huron distributor salesman today.

VELVET RAINBOW® STARCH

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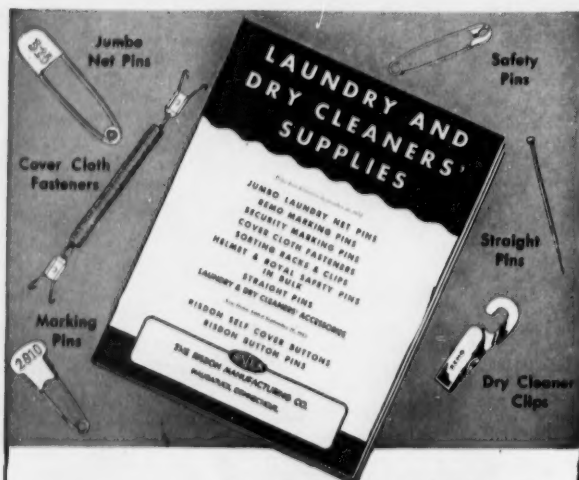


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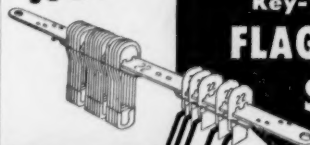
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CODE LOCK MAKES
MISTAKES IMPOSSIBLE

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FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO

Hampshire Legislature and had been principal of Portsmouth High School, where he also taught. He was a member of the Damon Lodge, Knights of Pythias, Warwick Club and Portsmouth Club, and was the oldest member of the Portland (Maine) Club. Two daughters and a son survive.



Guy D. Marrocco, 47, director of research for Carman & Co., Inc., Brooklyn, New York, and its subsidiaries, passed away suddenly on January 12. He had been associated with the laundry and drycleaning industry for nearly 25 years, and during the past 20 years had served as head research chemist and technical advisor.

A graduate chemist, Mr. Marrocco supplemented his training with a post-graduate night course in chemical engineering at Columbia University while he was employed by Henry K. Davies Co., Inc., then a subsidiary of Carman & Co. There he acquired practical experience and applied his technical knowledge in laundry processing. He joined Carman in 1934 and since that time his work in the development of new products, new formulas and new processes has become well known.

Mr. Marrocco is survived by his widow and two children.

A. L. Severance, 76, retired founder and operator of the Severance Laundry, Coffeyville, Kansas, died recently. Mr. Severance was a Rotarian, a Mason, a member of the Coffeyville Chamber of Commerce and was active in civic affairs. His widow and a sister survive.

John Slick, Sr., 64, president of Slick's Family Washing Company, Fort Wayne, Indiana, died of a cerebral hemorrhage on January 11. During World War I, he served as manager of the Government laundry service at Camp Custer, Battle Creek, Michigan.

A past president of the Indiana Laundry Owners Association, Mr. Slick was also active in the American Institute of Laundering. Among his affiliations were the Scottish Rite, Shrine, Masons, American Legion and Rotary Club.

Mr. Slick is survived by his wife, a son, John Slick, Jr., three brothers and a sister. W. A. Slick, a brother, operates the Slick Laundry in South Bend; a nephew, Glen F. Slick, operates the Slick Laundry in Gary.

Henry Titscherlein, president of Better Laundry Service, Paterson, New Jersey, died recently.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 9653-2

THRIVING LAUNDRY PLANT located in the Ft. Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundryowner's dream, needs no repairs or equipment replaced. It is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS: Box 418, STARCHROOM LAUNDRY JOURNAL.** -2

For Sale—Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: **Buhl Laundry & Dry Cleaners, Buhl, Idaho.** 464-2

Laundry and cleaning plant in fertile farming valley in southern California, on transcontinental highway. Ideal winter climate. \$100,000 gross income. Two boilers, American Sylon flatwork ironer, Automatic folder, all-metal Cascade washers. **ADDRESS: Box 473, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY PLANT IN MID-ATLANTIC SEABOARD STATE. GROSS OVER \$300,000. COMPLETELY EQUIPPED WITH MUCH NEW EQUIPMENT. PRICE INCLUDES BUILDINGS, LAND, TRUCKS, EQUIPMENT AND LAND FOR EXPANSION. ADDRESS: Box 478, STARCHROOM LAUNDRY JOURNAL. -2

Modern laundry and drycleaning plant for sale. Established 26 years. Air-conditioned front office. Best location in town. Volume \$150,000 a year. Permanent air base. Wonderful climate. Business good every month in the year. A bargain. Owner retiring. Complete details by writing. **ADDRESS: Box 494, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY PLANT for sale Miami, Florida, doing commercial flatwork only. Suitable for linen supply. 4 ironers, 1—8, 3—6s. Doing \$300,000 gross annually. Sacrifice, other interests. Write: **Box 495, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and drycleaning plant. Old reliable firm with real estate. Yearly gross \$200,000. Located in southwest Iowa. Complete deal will be sold very reasonably. **B. Roberts, 3124 Lake St., Chicago, Ill. 496-2**

PARTNER'S DEATH FORCES SALE of plant in south California, doing over \$6,000 per week. Fair equipment, fine building, fine locality with future. Excellent spot for linen supply and/or industrial. Good terms to responsible people. Reply: **Box 507, STARCHROOM LAUNDRY JOURNAL.** -2

Exceptional opportunity for several experienced laundrymen to buy established laundry. Family work, linen supply. Upper New York resort area. Annual sales \$100,000. Sacrifice due to illness. \$25,000. cash. Terms. **ADDRESS: Box 509, STARCHROOM LAUNDRY JOURNAL.** -2

Old-established laundry and drycleaning plant with real estate. Yearly gross \$250,000. Located in middle-east part of Iowa. You can make a good deal on this profit-making plant. **B. Roberts, 3124 W. Lake St., Chicago, Ill. 497-2**

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

For Sale—Completely new streamlined drive-in drycleaning and laundry plant. Ideally located in rapidly growing high-class suburban area. Home population 40,000 in three-mile radius of plant. New "showcase" building. High production, high profit equipment. Can gross \$3,000 weekly with present equipment. Ample customer parking. Reply, giving financial responsibility, references, to **Box 508, STARCHROOM LAUNDRY JOURNAL.** -2

Cleaning, laundry and linen supply in Middle West, \$1,500 to \$1,800 per week. \$50,000. \$20,000 will handle, including real estate. Reply to **Box 516, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY-CLEANING PLANT WANTED

Long on ability—short on cash. Have small down payment for a laundry and/or cleaning business. Proven operator, A.I.L. graduate. Will furnish the best in character and business references. **ADDRESS: Box 493, STARCHROOM LAUNDRY JOURNAL.** -1

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. **John Carruthers & Co., Inc., 909 Little Building, Boston**—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

HELP WANTED

GOLDEN OPPORTUNITY FOR RIGHT MAN—If you have been looking for a permanent position with a quality plant and have the experience and know-how of supervising a laundry plant of approximately 70 employees, this is your big chance. We have a well-established plant in Virginia showing highly profitable operation. Our man must be married, 30 to 40 years of age, with first-class references. Excellent starting salary, plus incentive bonus. **THIS IS AN EXCEPTIONAL OPPORTUNITY** for a bright, energetic man. Give all details in first letter. Will arrange personal interview. All replies held in strict confidence. **White Way Laundry, 21st Street & Colley Ave., Norfolk, Va. 503-7**

WANTED a manager to operate a drycleaning department of a large laundry and drycleaning plant located in a major Eastern city. Cleaning system is Stoddard solvent and the 1953 sales, entirely retail, were in excess of \$350,000. This laundry and drycleaning establishment is one of the largest and oldest in the metropolitan area which it serves, and enjoys an outstanding quality reputation. This unusual opportunity has arisen because present manager, who has been employed by the organization for the past 20 years, is shortly leaving to operate his own business. The situation, therefore, offers not only a well-paid position immediately, but also a real future for a man with the proper qualifications and ability. He must be qualified to train all personnel. If qualified and interested write giving really full particulars, to **Box 513, STARCHROOM LAUNDRY JOURNAL.** -7

PRODUCTION SUPERINTENDENT for laundry and drycleaning in large Midwestern plant. Must be thoroughly experienced in all phases of production, capable of training and supervising employees, married, sober, industrious, ambitious. Age preferred 30-45. Salary between \$7,500 and \$10,000 depending upon qualifications. This is a permanent position with a progressive organization. Position previously held by one man for 37 years. Write giving detailed information in your first letter. **ADDRESS: Box 515, STARCHROOM LAUNDRY JOURNAL.** -7

SITUATIONS WANTED

LAUNDRY GENERAL MANAGER—Managed one of America's largest and finest plants for a number of years. Many more years of good practical experience. 53 years of age, married, college trained, excellent health. Available for large scale operation. Salary \$12,000 per year minimum. **ADDRESS:** Box 459, STARCHROOM LAUNDRY JOURNAL. -5

WAREHOUSE MANAGER—Linen supply, laundry, fur storage departments. Experienced in control, inventory, insurance. Excellent references. **ADDRESS:** Box 467, STARCHROOM LAUNDRY JOURNAL. -5

General Manager, long experience in laundry and drycleaning, good in organizing and training, labor relations, buying, etc. Sound, sizable plant only—Philadelphia area. **ADDRESS:** Box 466, STARCHROOM LAUNDRY JOURNAL. -5

Manager-superintendent. Fifteen years profitable experience in all phases laundry operations. Laundry and college graduate. Married, age 48. Plant must be financially sound and large enough to pay salary commensurate with my ability to produce. **ADDRESS:** Box 502, STARCHROOM LAUNDRY JOURNAL. -5

Plant manager-superintendent desires position with owner who wishes to gradually retire or sell. 20 years laundry and drycleaning experience in all departments, including manager. 39 years old, married, honest, sober, ambitious, good health. A.I.L. and N.I.D. graduate. Now employed. References. **ADDRESS:** Box 512, STARCHROOM LAUNDRY JOURNAL. -5

SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2432 Grand Concourse, New York 58, N. Y. 489-14

DYEING

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Ill. 314-12**

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CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass. 3240-38**

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37**

FLEXIBLE STEAM HOSE

FLEXIBLE STEAM HOSE—Replacements for all makes and models of pressing machines. Immediate delivery. **FLEXIBLE STEAM HOSE CO., 5317 Niles Street, Skokie, Illinois. 504-40**

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54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

2—CLAYTON 25 H.P. OIL-FIRED BOILERS, LESS THAN FIVE YEARS OLD. GOOD FOR 100 POUNDS STEAM PRESSURE. COMPLETE WITH RETURN PUMPS. NEW YORK RIGGERS, 810 MEEKER AVE., BROOKLYN, N. Y. 400-36

Skinner Engine (new in 1946), serial #11800, Model C-1, 132 H.P. 275 RPM. Diameter of cylinder—13½". Length of stroke—15". Indicated H.P. full load—132. Steam pressure at inlet valve—110#. Total temperature 334 degrees F. Engine now drives Hawthorne-Western Electric 80 KW, 125 V, 275 RPM, 640 amp., DC generator type LL5-A, serial #199900. Both units are in excellent condition and complete with all necessary accessories, panels, etc. Can be changed to AC or engine sold separately. **JACKSON-BAYLEY ELECTRIC CO., P. O. BOX 367, CANTON 1, OHIO. 514-36**

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-4545, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 9879, STARCHROOM LAUNDRY JOURNAL. -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS:** Box 9972, STARCHROOM LAUNDRY JOURNAL. -3

WANTED TO BUY:—Pleating machines. Will pay reasonable price. Robert Winslow, Bruce Street, Littleton, Mass. 458-3

WANTED:—54" Notrux extractor and self-unloading washers. Richland Laundry & Dry Cleaners, Box 235, Richland, Washington. 466-3

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HAVERHILL LAUNDRY RETIRING FROM BUSINESS—WILLIAMS LAUNDRY MACHINERY COMPANY IS THE SOLE LIQUIDATOR, selling all their laundry equipment at **BARGAIN PRICES** and **TREMENDOUS SAVINGS TO YOU. EVERYTHING MUST GO!** This machinery is **MODERN UP-TO-DATE EQUIPMENT. ACT NOW, WRITE, WIRE OR 'PHONE FOR COMPLETE LIST. WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37—9th St., Long Island City 1, N. Y. Stillwell 6-6666. 405-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY**. Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with **NEW** electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single-roll flatwork and small-piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

4 Tumblers, Ellis Drier Company, 48x120" motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS and EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS and OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9568-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrax 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1942, American 8-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer, American Cascade 42x84" washer, Troy 42x72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42x90" tumbler, Huebsch 36x30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140F unit used two months, American 30x48" Petroleum unit with filter, still, etc., brand new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR and CUFF, BOSOM, YOK and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

Wood cylinders and shells, replacements, any size with new brass hinges and stainless steel trim, also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC.**, 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 180-4

HUEBSCH 25" COMBINATION HANDKERCHIEF and NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

600 KEY-TAG BARS with 6 OR MORE 5" PINS ON SAME. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 315 Ten Eyck Street, Brooklyn 6, N. Y. 232-4

MACHINERY FOR SALE (Cont'd)

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4 GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

42 x 48" AMERICAN 3 Y COMPARTMENT 3 DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

WOOD CYPRESS CYLINDERS and fir replacement shells for any make washer direct from manufacturer to you. Horwath Laundry Machinery Manufacturing Co., 1002 So. 13th St., Omaha, Nebr. 167-4

STAINLESS STEEL & WOOD LAUNDRY WASHERS, both new and rebuilt direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR FINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

For Sale: 1—Used 44 x 84" **ROBOT** two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3188 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763.** 9628-4

2-ROLL 100" COLUMBIA and 120" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 307 Ten Eyck St., Brooklyn 6, N. Y. 329-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 99½ POUNDS and \$99.99. MODEL A-2297 (4) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

FOR SALE:—42" x 96" Henrici washer, 36" x 72" American conditioning tumbler with conveyor to feed flatwork ironer, two 30" x 120" cylinder ironers, miscellaneous extractors, washers, tumblers and shirt units. Many bargains. Mr. E. T. Sherwin, American Linen Supply Co., 740 N. Rush St., Chicago 11, Ill. 429-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 28 x 33", 24 x 36", 24 x 24". REBUILT LIKE NEW. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 433-4

2—American Cascade Monel metal washers. 42" x 84" belt-drive. Excellent condition. 1—4-pocket type—1 slide-out 8-pocket type, \$1,200 each. McInnes Laundry Co., 2030 Greenmount Ave., Baltimore 18, Md. 469-4

2-roll return ironer, American, motor-driven, in excellent shape. Also Prosperity drycleaning unit Model 3B, good operating shape. Very low prices. Louis D'Angelo, 1070 - 66th Street, Brooklyn, N. Y. Belle Harbor 5-3229. 485-4

FOR SALE:—72" Purkett shakeout tumbler complete with loader truck and hoist, located Portland, Oregon, also 72" heat-conditioned Purkett shaker, located Denver. Excellent condition. Reasonable. Write:—E. T. Sherwin, American Linen Supply Co., 704 North Rush St., Chicago, Ill. 490-4

48" American open-top extractor, Monel curb, 3 phase, 220 volt, good shape and a real bargain. H. Karl Steiner, 3015 S. Herman St., Milwaukee 7, Wis. 491-4

48" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

6-ROLL AMERICAN 120" IRONER, perfect condition, 220 volt, 60 cycle, 4-speed motor controls. Revolite grease lubrication and new bearings, see it running. H. Karl Steiner, 3015 S. Herman St., Milwaukee 7, Wis. 481-4

FANTOM-FAST MARKING UNIT with booth, 58-key lister, counting device. New 1953 cost \$1,752. Will sacrifice. Davies Laundry, 2349 Cottage Grove, Chicago, Ill. 482-4

For Sale:—4 Fantom-Fast National Marking Machines, 2 air power, 2 foot power. **FINGER LAKES LINEN SUPPLY, 511 Exchange St., Geneva, N. Y. 483-4**

FOR SALE:—Cheap:—American double-cylinder flatwork ironer 30 x 120. See it running, \$1000, one Huebsch open-end 30" drycleaning tumbler, \$275, marking machines, black and invisible, transformers, accessories, drycleaning and laundry checking and assembling reels, Prosperity and Ajax two-girl shirt units, new Tag-O-Electric marking machines, brand-new Hydraxtor with hoist and pump (never uncrated), and numerous other miscellaneous machinery. Let us know your needs. We will give you a bargain. Parker's Sno-White Laundry, 584 Edgewater Ave., Atlanta, Ga. 498-4

48" Purkett shakeout tumbler, 24" American No-Effort handkerchief press, 220V, 3 phase, 60 cycles, good condition. Manheim Laundry, 5344 Germantown Ave., Philadelphia 44, Pa. 499-4

New and partly used Prosperity laundry machines for collar and cuff pressing. Machines are latest automatic Power Circle type. Will sell at great sacrifice for fraction of original cost. Manufacturers' and dealers' inquiries solicited. **ADDRESS: Box 501, STARCHROOM LAUNDRY JOURNAL.** -4

FOR SALE:—1—American Super-Zarmo shirt unit consisting of double sleeve, collar and cuff, back and bosom, and yoke presses and double sleeve form, steam-heated collar form, Bishop de-luxe folding table, \$1,200, 2—Zarmoelette mushroom presses, \$150 each, 2—Super-Zarmo mushroom presses, \$150 each, 1—Zarmoelette 54" square head press, \$300, 1—Zarmo 51" tapered press, \$300, 1—Ingersoll-Rand air compressor, type 30, \$325, 1—Arma marking machine, ink type, \$20, 100 Keyes-Davis pin carriers with 7 large and 4 small pins, \$1.00 each, 1 S. T. Johnson oil burner, type 30 AV for 60 H.P. boiler. Make offer. Smoky Mountain Laundry, Box 327, Gatlinburg, Tennessee. 500-4

For Sale:—One two-girl used Prosperity shirt unit consisting of triple-head press, two-lay sleeve press, bosom and body press, yoke press and folding table. Machines PC models in good condition. \$750 takes all. Harold Stegmiller, Moline, Illinois. Distributor for The Prosperity Company. 505-4

40" ZEPHYR and 60" HOFFMAN OPEN-TOP EXTRACTORS WITH MONEL AND STAINLESS-STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 506-4

WHITLOCK 54 x 144 closed-type hot-water heater with copper-tube bundle: **HUEBSCH 25" napkin ironer, AMERICAN 51" Zarmo presses, PROSPERITY Model 219 P.O. presses, FLETCHER 50" unloading extractor, TROY 30" extractors, HUEBSCH 36 x 30 open-end tumblers, AMERICAN CASCADE 42 x 84 motor-driven washers, PROSPERITY 100 lb. open-end washer. IG. WEINGARTNER & SON, INC., 4738 Easton Ave., St. Louis, Mo. 510-4**

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—**AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers** with American fully automatic washman. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4**

Entire equipment and machinery by the piece at very low prices. Write for complete list. Cowdens Laundry, Okmulgee, Okla. 517-4

AMERICAN 4-roll flatwork ironer with 2-speed motor, 3 Fletcher 50" TWINTAINER extractors with 2 sets baskets each, several Prosperity 2-girl PC shirt units, Purkett shakeout tumblers, one with and one without heat, several 24 BC and M-60 Bock extractors, American 30" 220/3/60 extractor, 3-roll flatwork ironer rebuilt like new, cheap, irons both sides. **A GOOD BUY ON NEW SPEEDY WASHERS,** Huebsch 20 and 25" handkerchief ironers, large lot Huebsch tumblers. **WASHERS** all sizes. **HUGHES LAUNDRY MACHINERY, 14401 Ford Road, Dearborn, Michigan. 518-4**

Forse Master sleeve, return-type single-roll ironer. Steam-heated. 20 H.P. Curtis Model C air compressor. **IG WEINGARTNER & SON, INC., 4738 EASTON AVENUE, ST. LOUIS, MO. 519-4**

THE CAROLYN LAUNDRY, one of the most progressive and oldest plants in New York City, has decided to liquidate their business.

CUMMINGS-LANDAU has been appointed sole liquidators of their equipment. The machines were well maintained and are all in good operating condition. Quite a number were purchased from 1946 on.

All equipment must be sold and it is recommended that immediate action be taken if you are looking for real values in the purchase of good serviceable laundry equipment for your plant.

IRONERS:

- 5 - American 120" Sylon 8 roll ironers
- 1 - American 120" Super Sylon 8 roll ironer
- 1 - American 120" Sylon 12 roll ironer

FLATWORK IRONER ACCESSORIES:

- 5 - American Trumatic 2 Lane Folders
- 2 - American 5 Lane Stackers
- 2 - American Foldmasters, 7" Fold
- 1 - American Foldmaster, 8" Fold

ABOVE EQUIPMENT INSTALLED DURING 1947, 1948, and 1949.

TUMBLERS:

- 1 - 48" Purkett Conditioning Tumbler, with heat
- 1 - 72" Purkett Conditioning Tumbler, without heat
- 5 - American Airway 10 Pound 2 pocket tumblers
- 4 - 36 x 30" American Zone-air 4 coil reversing tumblers
- 9 - 36 x 30" American Zone-air 4 coil tumblers
- 9 - 36 x 30" Huebsch 4 coil tumblers

PRESSES:

- 11 - American Tiltor 4 girl shirt units
- 9 - American 54" duck coat presses
- 40 - American 51" tapered buck presses
- 2 - American Blouse Units, consisting of:
collar and cuff
combination bosom and backer and
vertical sleeve

EXTRACTORS:

- 1 - 28" American
- 1 - 30" American Monex (monel basket and curb)
- 17 - 48" American Humatics
- 1 - 60" Tolhurst center slung, open top
- 2 - 60" Hoffman Amico, open top

WASHERS:

- 20 - 42 x 84" American Master Cascade monel metal 2 compartment 2 door
- 1 - 42 x 72" American Master Cascade monel metal 2 compartment 2 door
- 6 - 42 x 36" American Master Cascade monel metal 1 compartment 1 door
- 3 - 54 x 126" Cummings-Landau wood washers, 9 compartment 9 door
- 1 - 22 x 25" American open end monel metal washer
- 3 - 42 x 96" American Norwood Cascade monel metal, 3 compartment washers
- 1 - 42 x 96" American Norwood Cascade monel metal washer, 3 compartment with full automatic washer control
- 1 - 42 x 96" American Norwood Cascade monel metal washer, 3 compartment with semi automatic washer control

THE LAST SIX MACHINES WERE INSTALLED DURING 1947, 1948 and 1949

MISCELLANEOUS:

- 3 - Ingersoll Rand 9 x 8 Water Cooled type ER-1 Compressors
- 1 - Andmar with Unatherm control—40 thousand Gallons above ground heat reclaimer with circulating pump
- 3 - Singer power sewing machines
- 2 - Singer button sewing machines
- 2 - Cissell Master Hosiery dryers
- 1 - Bunn Tying machine
- 2 - American automatic handkerchief ironers
- 1 - Huebsch handkerchief fluffer
- 2 - American curtain dry rooms
- 1 - McCreery blanket carding machine
- OVER 1000 Keytag bars and pins
- 12 - Triner and Toledo scales (from 70 to 300 lbs.)
- 4 - Various size conveyors
- 14 - Time Clocks
- 800 Various size washroom and laundry trucks
- 8 - National hand marking machines
- 6 - Perfection hand marking machines
- 15 - Various size exhaust fans and blowers
- American Clip Identification system with: 3 attaching and 3 detaching machines.

AND MANY MORE ITEMS TOO NUMEROUS TO MENTION.

DRYCLEANING DEPARTMENT:

INSTALLED AFTER 1946

- 2 - American Noex 140F dry cleaning units, each consists of:
30 x 48" Metal washer
30" Extractor
36 x 30" Tumbler
1300 gallon filter and vacuum pump
75 gallon still
2 cone bottom tanks
complete with pumps, traps, piping, fittings and all accessories
- 1 - 36 x 30" Noex dry cleaning tumbler
- 5 - Hoffman XCO Presses
- 2 - Hoffman XCO 56 Presses
- 2 - Hoffman XW12
- 3 - Table puff iron stands
- 1 - Elcco steam spotting board
- 1 - Glover Steam spotting board
- 2 - SusyQ
- 1 - double wind whip
- 1 - Hat Blocking unit

OFFICE EQUIPMENT:

- 2 - National Cash Register Bookkeeping Machines, one less than 2 years old
- 5 - 8 and 10 Character Comptometers
- 18 - different size standard and typewriter desks
- 5 - Electric and hand adding machines
- 4 - Electric and standard typewriters
- 15 - Posture chairs
- 1 - Rotary file
- 2 - Addressograph systems
- 1 - Mimeograph machine
- Steel Shelvings and Partitions
- 400 clothes lockers

Above equipment offered subject to prior sale.

Inspection invited and recommended.

PLEASE WIRE, PHONE OR WRITE FOR FURTHER DETAILS TO:

CAROLYN LAUNDRY

112 East 129th Street,
New York 35, N. Y.

Telephone: SACRAMENTO 2-2000

CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,

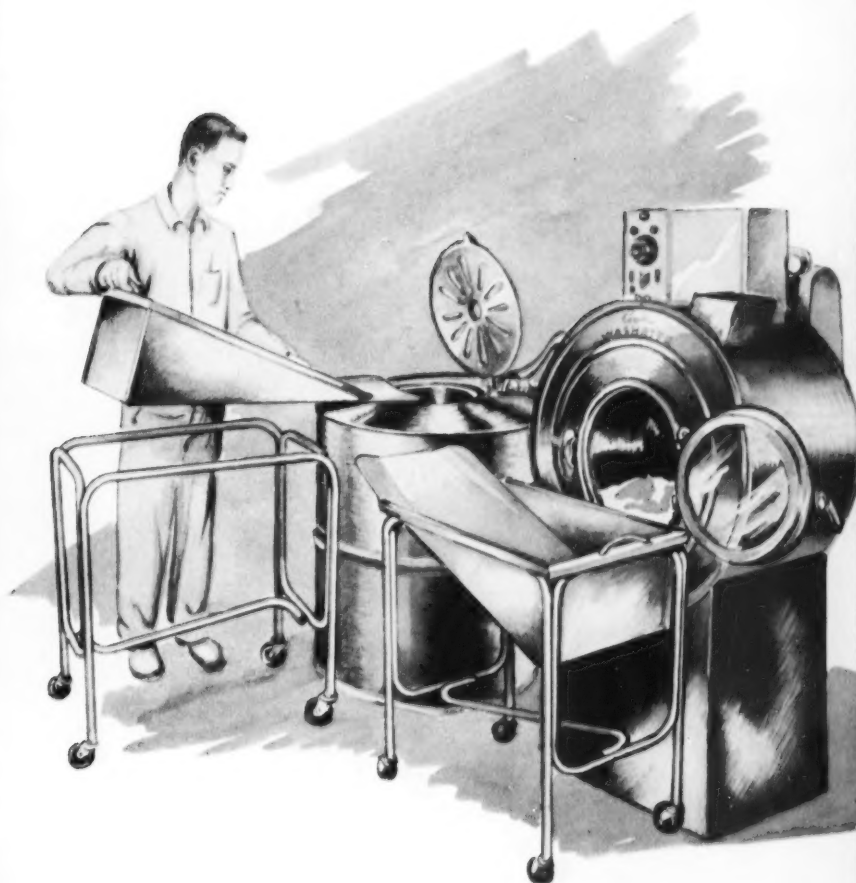
305 Ten Eyck Street, Brooklyn 6, N. Y.

Telephone: HYACINTH 7-1616

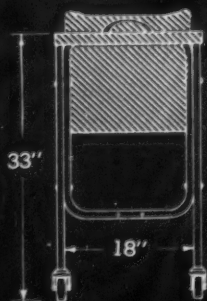
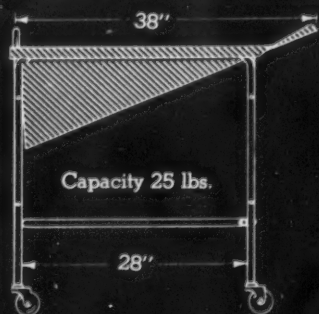
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PLANTS**



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**ALL METAL CONSTRUCTION
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Transfer clothes from washer to extractor the efficient way. Use COOK'S all-purpose laundry cart. Remove clothes from washer to this easily maneuvered cart and push to extractor. The stainless steel, drip-proof, scoop shaped basket can be easily tipped into your extractor. No dripping water - No dropping clothes. This cart is light-weight, all metal constructed, with hard rubber wheels on swivel casters for complete maneuverability. COOK BUILT, IS BUILT TO LAST.

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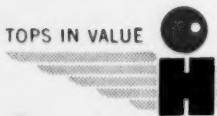
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